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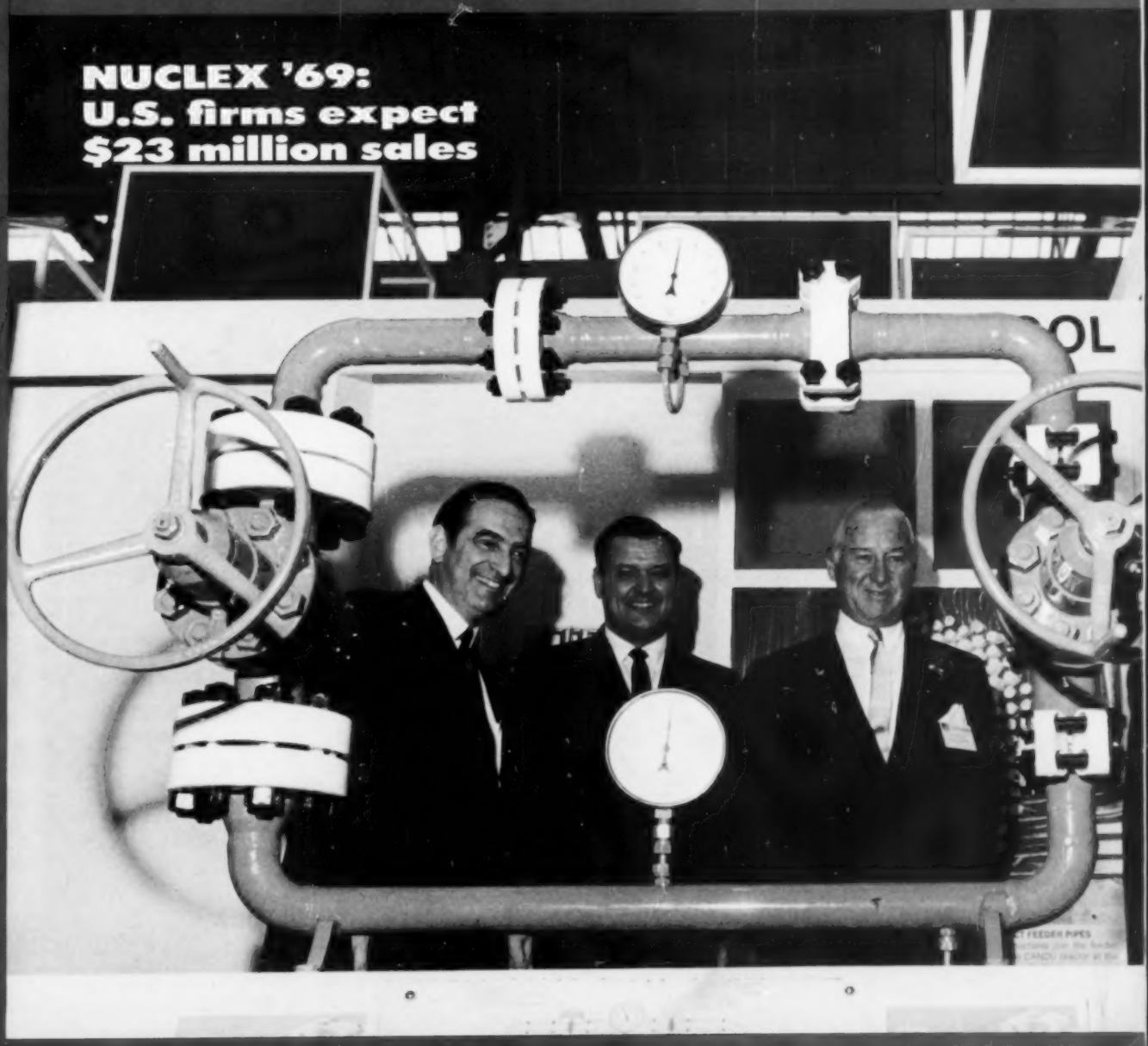
NUCLEX '69: U.S. firms expect $23 million sales



International Trade Winds

Company News

MINING—The American Israel Phosphate Corp., New York, has completed preliminary planning for a phosphate mining installation in the Negev Desert and anticipates beginning construction soon. The firm, which expects to begin shipments in 1972, anticipates exporting approximately $8 million of phosphates a year. Open pit mining techniques will be employed, and the company estimates an output of 600,000 tons of ore with a 32% phosphate content and 250,000 tons with 35% content per year.

CONSTRUCTION—The M.W. Kellogg Co., a division of Pullman Inc., New York, has designed and engineered a basic feed unit for a urea fertilizer complex being constructed in Lahore, West Pakistan. The 625 metric-ton-a-day ammonia plant will be part of the $78 million chemical complex, set for completion in 1971, which will supply agricultural chemicals in quantities permitting farmers to produce 2.4 million tons of grain crops a year. The facilities will be operated by Dawood-Hercules Chemical Co., jointly sponsored by the Dawood Corp., Ltd., of Pakistan and Hercules Inc., Wilmington, Del. In conjunction with the chemical facilities, Dawood-Hercules will operate a demonstration farm.

HYDRAULICS—Pegasus, division of Koehring, Milwaukee, has opened a service center in Buchschlag, Germany. The new center, under the name Pegasus-Hartmann Servicenter, is designed to service products of both Pegasus and the Hartmann Hydraulics Division of Koehring. Pegasus, located in Troy, Mich., manufactures electro-hydraulic servo valves, drives and systems; Hartmann, Racine, Wis., produces hydraulic pumps and motors.

COMPUTER COMPONENTS—Frenchtown/CFI, Inc., a subsidiary of Alloys Unlimited, Inc., Frenchtown, N.J., has granted a license to a United Kingdom firm for gold metalizing and glassing high alumina ceramic substrates. Steatite & Porcelain Products, Ltd., Stourport, the British firm, is a part of the Electronics Division of the Morgan Group. Products covered by the licensed processes will be used in the manufacture of hermetic packages for integrated circuits, used widely in computer systems. Frenchtown/CFI produces ceramic parts and assemblies for electronic, chemical and aerospace applications.

Newsletter

Test equipment passed the test. That's the word from the London U.S. Trade Center, where the Dynamics Test Equipment show last month attracted 1,000 managers, technicians and engineers with purchasing plans in mind. U.S. firms showing shock, vibration, acoustic, strain, force and pressure testing equipment are projecting 12-month follow-up sales of $2,588,300. It was the first show with this specialized theme, and achieved its result despite some assessments that U.K. companies are giving research expenses a low budget priority at this time.

Greetings to the new bi-monthly publication, Thai-American Business, published under the direction of the American Chamber of Commerce in Thailand. In effect it replaces a commercial newsletter, Thai-American Business Prospects, that has been issued from the American Embassy in Bangkok. The latter publication has been discontinued, although its trade promotion announcements and business proposals are being incorporated in the new magazine. The American Chamber of Commerce in Thailand continues to expand its business leverage in the community.

Another recent development in Thailand was a catalog show at the Bangkok U.S. Trade Center centering on power and manual hand tools. The display of catalogs led to 988 trade inquiries by visitors, the largest number obtained so far in the Bangkok Trade Center from a catalog show. Of the 550 U.S. companies that had catalogs on display, 426 got business inquiries.

A three-day between-shows seminar recently provided some new business prospects for the German representative of Spectral Dynamics Corp. of San Diego, Calif. It exhibited equipment and scheduled lectures on dynamic analysis of vibration in machinery and structures at the U.S. Trade Center in Frankfurt. The seminar was attended by more than 50 participants, mostly development engineers in automotive, aerospace, and university research.

A billion-dollar customer. That's how Scandinavian Airlines President Knut Hagrup sizes up his company's performance in the United States. SAS advertises that its three parent countries are a billion-dollar market for the United States. Last month, in Los Angeles, Hagrup forecast that his company's expenditures in our country—from the time the airline began flying in 1946 through its present re-equipment cycle in 1972—will reach about $1.2 billion.

NOTICE: This information is offered to preview or provide informally brief and varied comment on Bureau of International Commerce worldwide export and investment promotions. It is not final and does not substitute for the detailed know-how and analysis in our regular news columns.

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the cover

A sales total of $23 million is expected to follow within the next months as a result of their appearance at the U.S. Exhibition at NUCLEX '69 by 49 American companies. This figure, from the nuclear instrumentation show at Basel, Switzerland, in October, is among the highest for a Commerce-sponsored overseas commercial exhibition. Dr. Myron Tribus, Assistant Secretary of Commerce for Science and Technology (left) and U.S. Ambassador to Switzerland Shelby Davis examine the Gray Tool Co. exhibit with Gray Sales manager J. M. Harwell.

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BRITISH AND CANADIAN DISPLAY AREAS, front, border the U.S. exhibition of 49 American companies. Twenty-two nations were represented in NUCLEX.

NUCLEX nears sales mark

Twelve-month projection tops $23 million, one of highest for a U.S. overseas show

A total of $23 million, one of the highest marks for estimated 12-month sales from any U.S. overseas commercial exhibition, was made by 49 American firms participating in NUCLEX '69.

GAMMA IRRADIATORS, displayed by Radiation Machinery Corp., were among the products on exhibit.

The total compares favorably with such previous high show totals as the $33 million projection made in February at PURAQUA in Rome and the June Paris Air show figure of $28.5 million.

The U.S. companies, under the sponsorship of the U.S. Department of Commerce, staged an instrumentation exhibition in the Oct. 6-11 international trade fair to promote nuclear power for peaceful purposes. Exhibitors from 21 other nations also took part in the Basel, Switzerland show, the second in a series that began in 1966.

The U.S. exhibition in the 1966 NUCLEX resulted in $4.4 million in first year orders.

Although many firms entered the exhibition not expecting to make floor sales due to the complex nature of their equipment, and still others were seeking mainly to establish contacts for the future or identify prospects for overseas representatives, immediate orders reached almost $300,000.

Total attendance at NUCLEX '69 exceeded 18,000, 6,000 more than the first exhibition. Because the U.S. exhibit was surrounded by those of other countries, an accurate count of trade visitors to U.S. booths was not possible. U.S. officials did report, however, that of the many calls made by exhibition officials on European users of nuclear instruments, 75% of that number registered at the U.S. display.

U.S. colloquium

In addition to the exhibition, the U.S. staged an industrial colloquium on nuclear instrumentation which was keynoted by Dr. Myron Tribus, Assistant Secretary of Commerce for Science and Technology. Supporting this, Commerce organized several technical workshops. The fair's sponsors, plus the Italians, British, French and Belgians, also conducted colloquia.

NERVA, the first U.S. nuclear rocket engine and a joint project of the National Aeronautics and Space Administration (NASA) and the Atomic Energy Commission, was on display in the midst of the U.S. exhibition. The outer space pro-

pulsion unit is designed for deep space probes; to date it has been tested in Nevada, but not in space.

As the show opened, 19 American companies were seeking representatives for their product lines or joint venture opportunities; three additional firms decided after the show began to seek agents or distributors. Seven companies appointed nine agents during the show and 19 firms were negotiating with 51 candidates after its close.

Exhibition business

Approximately $20 million in 12-month orders was projected by the 35 exhibitors already familiar with the Swiss market area. Predicting a major portion of the future orders is Chicago Bridge and Iron Co. of Oakbrook, Ill., with $5 million. The firm displayed nuclear reactor and containment vessels. Deuterium Corp., White Plains, N.Y., is estimating $10 million in first year sales.

Other in-the-market firms indicating success with the exhibition include Chemiquip Co. of New York. Company officials did not report a sales figure, but indicate that as a result of the show they anticipate a 20-30% increase in business. General Electric's Nuclear Energy Division in San Jose, Calif. and Leico Industries of New York are each estimating $500,000 in additional orders for the next year due to the show. Mine Safety Appliance of Pittsburgh reported expected 12-month business at $750,000.

Westinghouse Electric representatives noted that a visitor survey at four different times revealed traffic of 100 visitors per hour. Westinghouse did not expect to record any direct sales as it is a manufacturer of complete nuclear power plants which require one to two years to negotiate before closing an agreement.

NERVA WAS THE FOCAL POINT of a Swiss television camera crew. The nuclear rocket engine, a project of NASA and the Atomic Energy Commission, was attended by two AEC representatives from Brussels.

Another firm which was not able to give any sales estimation was Harshaw Chemical Co. of Cleveland, however, company representatives report 40% of their visitors were new prospects.

Seeking an agent in Germany, exposure to new business and floor sales, Allied Chemical Corp. of New York reported projected sales of $500,000, for Switzerland, and $1 million each for the United Kingdom and Germany. A firm which was estimating orders for the next year at $50,000, reported to U.S. exhibition officials that they anticipate the long range effect of their participation to result in many times that amount.

Kollmorgen Export Group officials are projecting $150,000 in sales for the coming year. The Newburgh, N.Y. group also located two representative organizations

FILTERS FOR REMOVING solids from water, bottom left, are used in reactor make-up and drive rod cooling. AMF International exhibited the equipment with devices for converting salt water, micro-wynd cartridges, gas filters and micro-range filtration systems. Transportation of equipment, in the form of TWA cargo containerization, was the subject of another U.S. exhibitor. TWA introduced modern methods of freight transportation employed by the airline.

and received three substantial requests for proposals on their optical systems.

Of the 49 companies in the show, two were new to export and 12 were new to the Swiss market. Products by all the firms were varied and fell into 75 different nuclear categories.

The two new-to-export firms closed the show with predictions of $1.4 million in orders for the next year; neither had expected to make floor sales. International Energy Markets Ltd. President, Dr. R. F. Stinnett, said that his Washington, D.C. firm appointed three agents: one in Switzerland covering Germany and Austria; one in Osaka, Japan for the Far East; and one in Lisbon for Portugal. In addition, his firm has negotiations with six other companies under way.

Officials of Kay-Ray, Inc., Palatine, Ill., indicate sales were made to firms in four European countries in their first display in a foreign market.

Ten of the 12 firms debuting in Switzerland are expecting to write $1.3 million in orders for the first year based on contacts made at NUCLEX. Three of the firms appointed one agent each, and eight others were in the negotiating stages with 28 candidates for representatives.

One firm's exhibit representative indicated that his company is anticipating sales to concerns in six nations on the basis of the exhibition. Another company in the Swiss area for the first time used the U.S. promotion to introduce to a worldwide market its nuclear cabling and electrical penetration systems.

A NUCLEAR EMERGENCY CARRIER displayed by Defense Apparel is the topic of discussion between a European trade representative and Apparel official. Protective clothing, containment areas and radiation shielding fabrics were also shown. The firm is a division of InFrandr, Nu-Con Products, of Hartford, Conn.

U.S. exhibitors in NUCLEX '69 not mentioned above were: Aeroquip Corp., Aircraft & Marman Division, Jackson, Mich.; American Nuclear Society, Hinsdale, Ill.; American Standard, Inc., International Export Division, New York; AMF Cuno Division, American Machine and Foundry Co., Meriden, Conn.; Boston Insulated Wire & Cable Co., Boston; Buehler Ltd., Evanston, Ill., Byron Jackson Pump Division, Los Angeles; Calumet & Hecla Corp., Wolverine Tube & Flextronics Division, Evanston; Canberra Industries, Inc., Middletown, Conn.; Capintec Inc., New York; Carpenter Technology Corp., Special Products Division, San Diego; C.E.R. Geonuclear Corp., Las Vegas; Chemtree Corp., Central Valley, N.Y.

Continental Sensing, Inc., Melrose Park, Ill.; Combustion Engineering, Inc., Windsor, Conn.; Crosby Valve & Gage Co., Wrentham, Mass.; Darling Valve & Mfg. Co., Williamsport, Pa.; Defense Apparel-Nu Con Products, Division of InFrandr, Hartford, Conn.; Electronic Associates, Inc., West Long Branch, N.J.; Geonuclear Nobel Paso, El Paso Natural Gas Co., El Paso, Tex.; Gray Tool Co., Houston; Greyard Corp., Princeton, N.J.; Hoke International Ltd., Cresskill, N.J.; International Energy Markets, Ltd., Washington, D.C., representing American Nuclear Corp., Oak Ridge, Tenn., and Agratomics, Inc., Washington, D.C.

Isotopes, a Teledyne Co., Westwood, N.J., represented Ledoux & Co., Teaneck, N.J.; Masonite Corp., Chicago; McDonnel Douglas Corp., Santa Monica, Calif.; Nuclear Data, Inc., Palatine, Ill.; Physical Sciences Corp., Arcadia, Calif.; Radiation Machinery Corp., Parsippany, N.J.; Raytheon Co., Lexington, Mass.; Reactor Experiments, Inc., San Carlos, Calif.; Rohm & Haas Co., Philadelphia; Technical Instruments, Inc., Troxler Electronic Laboratories, Inc., Raleigh, N.C.; TWA, Inc., New York; Wang Laboratories, Inc., Tewksbury, Mass.; The Zippertubing Co., Los Angeles.

'MARMAN', THE AEROQUIP ROBOT, catches the attention of visiting U.S. officials. Facing the robot, front right, is the U.S. Ambassador to Switzerland Shelby Davis. Dr. Myron Tribus, Assistant Secretary of Commerce for Science and Technology is on the left. Aeroquip also displayed tubular systems and joints.

Washington office is Latin investment group's first in U.S.

ADELA now offers direct contact to prospective U.S. investors

U.S. firms interested in investing, licensing or investigating business opportunities in Latin America and the Caribbean can now contact the ADELA Investment Company's new U.S. subsidiary at its office in Washington, D.C. This is the first ADELA office to be opened in the United States.

ADELA is a multinational private investment company formed five years ago. It is sponsored by 240 of the world's leading industrial, commercial and financial enterprises. ADELA's prime objective is to foster the economic development of Latin America by strengthening private enterprise. ADELA invests its own funds in equity and long term debt and sponsors the investment of local and foreign capital in sound projects of high economic priority. As a provider of risk capital, ADELA is prepared to share the early risk inherent in new enterprises when the basic elements for success are present.

ADELA pursues its objectives by providing a comprehensive range of entrepreneurial, technical and financial services through its team of businessmen and professionals within its network of ten Latin American offices.

To date the company has invested in nearly 100 private enterprises in 18 Latin American countries. These investments range from hotels and development finance companies to chemical plants and steel mills. U.S. companies and investors participate actively in more than a third of these investments either through capital, management or licensing agreements. In all cases ADELA made its investment as a minority shareholder.

ADELA's subsidiary, ADELATEC Technical and Management Services Company, S.A., has undertaken more than 200 market, economic and feasibility studies in connection with project promotion. ADELATEC's services are oriented to promoting new projects, in addition to acting as an independent consultant.

Write: Robert L. Ross, President, ADELA Development Corp., 1211 Connecticut Ave., NW., Suite 420, Washington, D.C. 20036 (telephone (202) 296-1498). **P-70317.**

Alabama's fifth trade mission, back from South America, sees best-yet results for the State

IOGA group anticipates $1.4 million worth of new business during next year developing from talks in four countries

Members of the "best yet" trade mission from the State of Alabama are back in their offices sending out detailed quotations to prospective customers in South America.

The participants anticipate about $1.4 million worth of business over the next 12 months as a direct result of their interviews in Bogota, Buenos Aires, Sao Paulo, and Caracas this fall, according to State officials.

The Alabamans point out that—in addition to the dollar-return prospects—they developed an immeasurable amount of good will and understanding with local businessmen during their three-week business tour. Some of the members have already marked their calendars for another such trade promotion effort in the fall of 1970.

Groups cooperate

This year's mission, the State's fifth under the Commerce Department's industry-organized Government-approved trade missions program, was sponsored by the State Docks Department with the cooperation of the Birmingham Department of Commerce Field Office and the Alabama Regional Export Expansion Council.

Seven of those on the October mission had participated in one or more of the earlier ones. The REEC was well represented—with eight of its members taking part.

The response culled by this mission was better than that of any of the earlier efforts, State officials say.

The representatives of industry averaged six to ten appointments in each country visited. Several appointments required side trips—of up to 300 miles: Mission member Ike McAlpin visited prospective customers in Medellin, Colombia; Holt Leach toured agricultural areas in each country visited; Lewis Hickman met with potential representatives in Rio.

Mission Director Julian Smith, sales manager for Alabama State Docks, presented a plaque to the Buenos Aires and Santos port authorities for Governor Albert Brewer and State Docks Director Houston H. Feaster. Smith had directed the 1968 and 1967 missions also.

Companies, products

Other participants, and their firms and products, were:

Norbert Chabannes, president, Research & Development Corp., Tuscaloosa, paper converting and printing machinery; R. T. Dorsey, president, Continental-Moss/Gordon Co., Inc., Prattville, cotton ginning and textile machinery; Cecil Hackney, chairman, Hackney Manufacturing Co., Birmingham, chain link fence and accessories; Lewis Hickman, sales engineer, Continental Conveyor Corp., Winfield, bulk materials handling equipment; Larry Harless, Gilbert Imported Hardwoods, Chickasaw, wood products;

Holt Leach, president, Leach Manufacturing Co., Gadsden, custom-made high tonnage livestock feed mills and storage systems; Ike McAlpin, Jefferson Foundry, Inc., Birmingham, steel mill ingot molds; James W. Oliphant, vice president, Foreign Department, Merchants National Bank, Mobile; John Posey, Jr., vice president, Winston Industries, Haleyville; Robert Schuster, assistant vice president, American National Bank, Mobile; Lee R. Seifert, senior vice president, First National Bank, Mobile.

For firms not represented

Tad Lidikay, Birmingham Field Office, served as trade development officer handling business proposals from Alabama firms not sending a representative.

Alabama sent its first IOGA mission abroad in the fall of 1965—to Central and South America. Others followed in 1966, to Europe; 1967, to the Far East; and last year, again to Europe.

About half of the States have sent IOGA trade missions abroad since inception of the program in 1962. And of these, about half have sent repeat missions—generally to different market regions.

FIRST HALF 1969

U.S. share of world manufactures market declines on broad front

Our position was retained only in electric machinery; dock strike was a key factor in limiting export increase

The U.S. share of world exports of manufactures fell sharply during the first six months of 1969 as our sales to foreign markets advanced only fractionally.

At 22.1%, the U.S. relative standing in the market for manufactures outside this country for the January-June period was 1.3 percentage points below the previous half year. This loss in share reflected the comparatively poor performance of our manufactured exports, which edged up to $12.6 billion, an increase of less than 1% over the July-December 1968 period, while world exports to markets excluding the United States climbed by nearly 7%.

The East and Gulf Coast dock strike, which disrupted trade throughout most of the first quarter of this year, was the single most important factor in the deterioration of our standing in the world market. Although most of the trade held up by the work stoppage was recovered in the second quarter, some export sales were irrevocably lost. The continuing high level of domestic demand also helped dampen exports during the period.

Biggest U.S. drop in chemicals

While the slippage in the U.S. position was widespread, extending to all major commodity groups except electric machinery, the drop was most pronounced in chemicals which fell by 2.6 percentage points to 21.4%. This product group thus continued the steady downward trend of the sixties broken only by a partial and short-lived recovery in 1964 and again in 1968. Sales to foreign markets were off by nearly 9%, with plastic materials and fertilizer shipments particularly hard hit. Declining AID-financed purchases were partially responsible for the decline in the latter product. On the other hand, increased consignments of nuclear materials and drugs to foreign customers reduced the size of the overall loss.

The U.S. position in the market for "other manufactures," comprising most semi-manufactures and nondurable consumer goods, continued to slump as our deliveries decreased by almost 2%. The drop in exports of these products, following on the heels of a large gain in the second half of 1968, pushed our share to a new low of 13.9%. The sales falloff occurred despite increased shipments of scientific and controlling instruments to Canada and of iron and steel-mill products to Canada, Latin America, and Western Europe. Our exports of aluminum and clothing also were up. Among commodities sustaining heavy cutbacks were copper and silver bullion.

Although U.S. deliveries of transport equipment were virtually unaffected by the dock strike, a share loss of slightly more than 1 percentage point was sustained. In contrast to a rise of one-tenth in world exports, our shipments rose by only 6%. The U.S. increase of $188 million, nevertheless, was the largest gain recorded for any of our manufactures over the final half of 1968. Strong advances in shipments of automotive products were mainly responsible for the gain in exports from this country, which remained by a wide margin the world's principal supplier of transport equipment with a third of the market.

U.S. consignments of nonelectric machinery during January-June 1969 rose only marginally, resulting in a share loss of around one point. Rapidly rising sales of computers, coupled with a continuing

U.S. share of manufactures market weakens in first half of this year

Commodity		U.S. exports (million dollars)	U.S. share (percent)
Manufactures, total			
1968	1st half	11,339	23.6
	2nd	12,542	23.4
1969	1st	12,644	22.1
Chemicals			
1968	1st half	1,558	24.3
	2nd	1,728	24.0
1969	1st	1,579	21.4
Nonelectric machinery			
1968	1st half	3,039	29.7
	2nd	3,291	29.1
1969	1st	3,322	28.2
Electric machinery			
1968	1st half	1,104	25.4
	2nd	1,181	24.6
1969	1st	1,274	24.6
Transport equipment			
1968	1st half	2,788	34.3
	2nd	3,080	34.2
1969	1st	3,268	33.0
Other manufactures			
1968	1st half	2,850	15.0
	2nd	3,262	15.3
1969	1st	3,201	13.9

Note: Data are adjusted for seasonal variation.

strong foreign demand for power generating machinery, accounted for much of the advance in our deliveries abroad. In contrast, shipments of paper making machinery and construction equipment declined.

Electric machinery share steady

Electric machinery—the only manufactured products in which the United States retained position in the world market—registered the sharpest export gain, rising by 8% to a high of $1.3 billion. Our share held steady at 24.6%, although failing to recover any of the substantial ground lost the previous six months. Exports of electric machinery continued virtually unabated during the strike at our ports as deliveries by air were stepped up. Boosts in shipments of electronic components for assembly by U.S. affiliates, mainly in the Far East, as well as increased sales of navigation aids and search and detection devices contributed heavily to the solid six-month record established by this product group.

Italy, Japan gain share

Among our major competitors, only Italy and Japan improved their positions in the world market for manufactures during January-June 1969 as their exports to countries other than the United States rose by a tenth or more. The United Kingdom and Germany suffered fractional losses in share while France dropped a third of a percentage point. Outside this group of five leading suppliers, Belgium scored a gain of two-fifths of a point and the Netherlands one-fifth.

Italy's overall advance of half a point, to 7.7% of the manufactures market, resulted from gains in all five product groups. Nonelectric machinery led the way with a substantial upsurge, followed by electric machinery, and "other manufactures." The strong Italian performance during the first six months of the current year is in marked contrast to the record for the second half of 1968, when the country's share deteriorated in two products and only managed to hold its own in the other three.

Japan marginally enhanced its standing in the export of manufactures as a heavy share loss in chemicals was outweighed by small to moderate gains in the other products. The slippage in chemicals resulted from a falloff in sales following an upsurge during the final half of 1968.

Both Germany and the United Kingdom registered marginal share declines, although the two countries made substantial gains in the chemicals market. Apparently they benefited from the inability of U.S. exporters to supply adequately

U.S. SHARE OF WORLD EXPORTS OF MANUFACTURES

Adjusted for seasonal variation

Commodity		U.S. exports (million dollars)	U.S. share (% of world exports to foreign markets [1])
Manufactures, total			
1966	1st quarter	4,719	23.1
	2nd	4,684	22.7
	3rd	4,765	22.5
	4th	5,039	22.8
1967	1st	5,266	23.4
	2nd	5,192	22.6
	3rd	5,172	23.4
	4th	5,281	23.5
1968	1st	5,476	22.8
	2nd	5,863	24.4
	3rd	6,388	24.2
	4th	6,154	22.6
1969	1st	5,768	21.0
	2nd	6,876	23.1
Chemicals			
1966	1st quarter	648	25.0
	2nd	662	25.0
	3rd	680	24.3
	4th	683	23.9
1967	1st	707	24.0
	2nd	698	23.5
	3rd	685	23.6
	4th	722	24.0
1968	1st	748	23.5
	2nd	810	25.1
	3rd	918	25.3
	4th	810	22.7
1969	1st	661	18.9
	2nd	918	23.8
Nonelectric machinery			
1966	1st quarter	1,356	30.7
	2nd	1,343	30.0
	3rd	1,339	29.1
	4th	1,456	30.0
1967	1st	1,520	30.9
	2nd	1,485	29.7
	3rd	1,475	30.3
	4th	1,491	30.1
1968	1st	1,481	28.8
	2nd	1,558	30.6
	3rd	1,688	30.3
	4th	1,603	28.0
1969	1st	1,488	26.9
	2nd	1,834	29.3

Commodity		U.S. exports (million dollars)	U.S. share (% of world exports to foreign markets [1])
Electric machinery			
1966	1st quarter	458	25.2
	2nd	464	25.0
	3rd	480	25.1
	4th	498	25.3
1967	1st	528	25.9
	2nd	526	25.4
	3rd	526	26.1
	4th	525	25.8
1968	1st	537	24.7
	2nd	567	26.1
	3rd	600	25.3
	4th	581	24.0
1969	1st	590	24.0
	2nd	684	25.2
Transport equipment			
1966	1st quarter	904	29.2
	2nd	875	28.2
	3rd	891	28.8
	4th	1,044	28.8
1967	1st	1,062	30.7
	2nd	1,092	30.4
	3rd	1,150	31.9
	4th	1,220	34.2
1968	1st	1,352	33.6
	2nd	1,436	35.0
	3rd	1,501	34.7
	4th	1,579	33.8
1969	1st	1,597	32.9
	2nd	1,671	33.1
Other manufactures			
1966	1st quarter	1,353	16.0
	2nd	1,340	15.7
	3rd	1,375	15.7
	4th	1,358	15.4
1967	1st	1,449	15.9
	2nd	1,391	14.9
	3rd	1,336	15.3
	4th	1,323	14.9
1968	1st	1,358	14.3
	2nd	1,492	15.7
	3rd	1,681	16.0
	4th	1,581	14.6
1969	1st	1,432	12.9
	2nd	1,769	14.8

Note: Figures for the last several quarters were affected by the U.S. longshoremen's strike beginning Dec. 20, 1968, and ending Feb. 15 at New York and on various dates through Apr. 13, 1969 at other ports.

The term "manufactures" refers to chemicals, machinery, transport equipment, and other manufactures except mineral fuel products, processed food, fats, oils, firearms of war and ammunition.

[1] World exports are defined as exports from the 14 major industrial countries. These nations, which account for approximately four-fifths of world exports of manufactures to foreign markets, are as follows: United States, Austria, Belgium-Luxembourg, Canada, Denmark, France, Federal Republic of Germany, Italy, Netherlands, Norway, Sweden, Switzerland, United Kingdom, and Japan. Exports to foreign markets are total exports excluding exports to the United States.

their European customers during the strike on the waterfront. Germany had enhanced its market position during the previous year, raising its share to 19.5%, but a marked weakening in nonelectric machinery prevented a further advance. The United Kingdom, on the other hand, lost considerable ground in transport equipment and electric machinery.

The reduction in the French share of the market was attributable to widespread losses extending to every commodity group except chemicals. The poor performance in the first half of 1969 reflected a marked reversal from the second half of last year, which was characterized by an exceptionally high level of trade activity after the settlement of civil disturbances. Through June, rising prices and high domestic demand militated against large increases in French exports.

Data on the U.S. share of world exports of manufactured goods are reported quarterly in INTERNATIONAL COMMERCE. *The previous report appeared in the issue of Aug. 25. Information on the first half of this year is presented in the accompanying article, prepared by the International Trade Analysis Division of the Commerce Department's Bureau of International Commerce. The Division's analysis of U.S. foreign trade, January-September 1969, was presented in the Nov. 24 issue, pages 12-15.*

October merchandise trade in surplus

The U.S. merchandise trade balance in October was in surplus by $156.6 million, seasonally adjusted, according to the U.S. Bureau of the Census. Although still in surplus, the October figure was smaller than the September surplus of $271 million.

Merchandise exports in October —excluding Defense Dept. shipments—at $3,378.5 million, were 1½% above September. General imports in October totaled $3,321.9 million, more than 5% above September.

If recent trade patterns continue for the remainder of 1969, however, the overall trade balance may exceed $1 billion. A merchandise trade balance at this level would represent a modest improvement over last year's balance.

Export-Import Bank offers exporters two new services

Counseling on financing, more political risk coverage provided

The Export-Import Bank of the United States is offering a counseling service to exporters, banks, or financial institutions, in a direct effort to solve some of the problems of securing financing for transactions involving the sale of U.S. goods and services overseas.

The Bank also is inaugurating a guarantee program designed to assist U.S. contractors in bidding and performing on projects abroad.

The counseling service will provide advice and guidance to those exporters who have encountered difficulty in obtaining financing for their sales. The exporter is requested to submit to Eximbank evidence of his efforts, relating to specific transactions, to obtain credit from the usual private financial institutions. U.S. commercial banks and financial institutions are urged to communicate with Eximbank before declining an export credit application, to assure fullest possible use of all alternative resources before the applicant loses a potential sale of American goods or services abroad.

Varied financing services and resources, many of which could be exploited, are offered by Eximbank under its present administration. The new service is expected to result, in appropriate cases, in consummating significant sales that would otherwise be lost to the U.S. export effort.

The special counseling service is headed by Edward J. O'Connor, Development Officer, who has been with the Export-Import Bank for many years and has had extensive experience in its operations. Located in the Bank's headquarters at 811 Vermont Ave., NW., Washington, D.C. 20571, O'Connor may be reached on area code 202, 382-2352 or 382-1402.

New program in effect

Under the new guarantee program, the Bank will provide political risk coverage to U.S. contractors for their equipment taken abroad but with the intention to return it to the United States at the completion of its use under the contract. The amount of coverage must be commensurate with the actual export of U.S. products or services.

The political risk guarantees extended to the U.S. contractor will cover loss or damage of the equipment due to violence such as civil war, revolution, etc.; requisition, expropriation or confiscation of the equipment by a governmental authority without adequate compensation; or imposition of any law or order of a governmental authority of the host country having the force of law which prevents return of the equipment to the United States under circumstances not due to the fault of the U.S. contractor.

Applications for a political risk guarantee covering equipment shipped abroad are to include information on the overseas purchaser of services, details relating to services to be performed, and description of the equipment. Eximbank will require written assurance from a governmental authority in the country where the U.S. equipment will be used that importation is permissible and that return of the equipment will be allowed.

International finance is AMA subject

Both government and private specialists speak Dec. 10-12

The American Management Association is bringing together a group of international finance authorities—both government and private—to speak on "American Business and the Future of the International Monetary System," Dec. 10-12, at the Association's New York headquarters.

Topics to be examined in the six sessions are: U.S. Balance of Payments, International Capital Markets, Payments Adjustment Problem, Planning and Managing International Business Operations, Prospects for International Monetary Stability, and the Need for Additional Exchange Rate Flexibility.

Conference chairman will be Eugene A. Birnbaum, vice president of the Chase Manhattan Bank and formerly Director of the International Finance Division of the U.S. Department of Commerce's Bureau of International Commerce.

Government speakers will include: Samuel Pizer and Bernard Norwood, Federal Reserve System; Donald P. Katz, Office of Foreign Direct Investments, U.S. Department of Commerce; Nathaniel Samuels, Deputy Under Secretary of State for Economic Affairs; and Hendrik S. Houthakker, President's Council of Economic Advisors.

U.S. printing equipment makers will seek bigger share of Mexican graphic arts industry at April show

U.S. exporters supplied $13 million in 1968 for Mexico's expanding $21 million printing and graphic arts market

Mexico is the biggest Latin American market for U.S. exports and is the United States' sixth largest market in the world. Last year, the United States provided 63% of Mexico's total imports, according to Commerce Department figures.

One of Mexico's most vital industries—printing and graphic arts—depends almost entirely on imports for its equipment, according to market studies by the Department's Bureau of International Commerce. Of the country's total imports of $21 million worth of printing and graphic arts equipment in 1968, the U.S. share was valued at $13 million.

To help U.S. manufacturers meet Mexico's strong demand for printing and graphic arts equipment, Commerce will go to Mexico City Apr. 20-25 for the first all-U.S. show of advanced printing and graphic arts equipment to be staged there.

Mexico's printing and graphic arts industry has grown to such an extent that it is now the country's fourth largest industry. Current productivity amounts to about $272 million, a figure expected to triple by 1975.

Factors supporting the projected growth rate include a government program against illiteracy which requires children to remain in school through the sixth grade; continued industrial growth; the advent of mass purchasing power, and increased tourism.

The best sales prospects in the Mexican market as identified by recent Commerce studies, are for the following products:

► Photocomposing machines; automatic film processing units; offset plate-making equipment; film composing machines (headliners); justifying typewriters; color press attachments; plate processors and coaters; color proofing and separation systems; vertical and horizontal cameras and distortion equipment; film processing machines, and small and medium-size offset presses for business use.

► Photo stabilization systems; control devices for web presses (ink control, register guide control, electric eye to detect when press is off color or off register); binding and stitching machines; sheet-fed and roll-fed web offset presses, and photographic typesetting machines.

Mexican printing industry

Mexico had less than 1,000 printing shops in 1945. Today, it has more than 3,800 printing establishments that provide employment for almost 50,000 persons. Capital investment in Mexico's printing and graphic arts industry climbed from $8.3 million in 1945 to $206.3 million in 1965. Estimates for 1969 are put at a record $220 million.

The U.S. exhibition in Mexico City next April will give American firms a good chance to develop new export business. Months in advance of the opening, a market promotion team will contact buyers, agents, distributors and manufacturing licensees throughout Mexico and surrounding countries to assure maximum attendance.

When the show closes, each exhibitor will receive a list of registered trade visitors. The list should prove an invaluable aid to future sales efforts in Mexico.

U.S. makers of printing and graphic arts equipment have found buyers around the world by taking part in Commerce-sponsored exhibitions. At an exhibition in the U.S. Trade Center at Tokyo last July, 30 U.S. firms reported floor sales of $269,131, and forecast additional sales of about $3.1 million within a year. Five agents were signed during the show and eight agency agreements were being negotiated at show's close.

The 34 U.S. firms in a printing equipment show at the Milan Trade Center in February 1967 reported sharing in more than $1.4 million in first-year export business. Exhibitors also appointed 13 agents to handle their products on a long-term basis.

American manufacturers interested in the Mexico City show next April may obtain an Exhibitors Export Market Guide IMIS 69-84 and more information from the U.S. Department of Commerce (BIC-942), Washington, D.C. 20230 (202-967-3848), or from any of the Department's Field Offices.

Garden, park show set for Utrecht in 1971

The Fourth International Garden and Park Exhibition will be held in Utrecht, Netherlands, Jan. 21-25, 1971, and is open for participation by U.S. manufacturers.

At the January 1969 event, 201 exhibitors represented 367 firms, including 36 American companies. Representatives of the U.S. firms indicated that this exhibition is an effective vehicle for promoting landscaping and maintenance equipment for gardens and parks.

Write: Konimlijke Nederlandse Jaarbeurs, Vredenburg, Utrecht, The Netherlands.

PORT '70 scheduled for Norway in autumn

As part of its 900th anniversary celebration, Bergen, Norway will host PORT '70, an international fair of ports, equipment and services required in building and operating a modern port. The promotion will be held Sept. 27-Oct. 4, 1970.

The Norwegian Trade Fair, in cooperation with the Norwegian Shipowners' Association, the Export Council of Norway and other groups will present the event.

Displays will be divided into the following six categories: port and harbor exposition; building materials and construction equipment; handling equipment; modern systems for daily operation of a port such as computer and communication systems; maintenance machinery; and a pleasure boat display. Seminars are being arranged to accompany the exhibition and will include topics ranging from cargo handling and efficiency to port planning and the Lash System.

Write: Secretariat, PORT '70, Konsulentfirmaet Knut B. Andersen, P.O. Box 2465, 5012 Bergen, Norway.

Plastics equipment show draws strong interest at Frankfurt

Almost 950 registered visitors viewed the exhibits of 28 American firms displaying materials, instrumentation and equipment for the plastics industry at the Frankfurt Trade Center. The Nov. 10-14 show resulted in $5.2 million in estimated sales for the next year and $650,484 in confirmed floor orders.

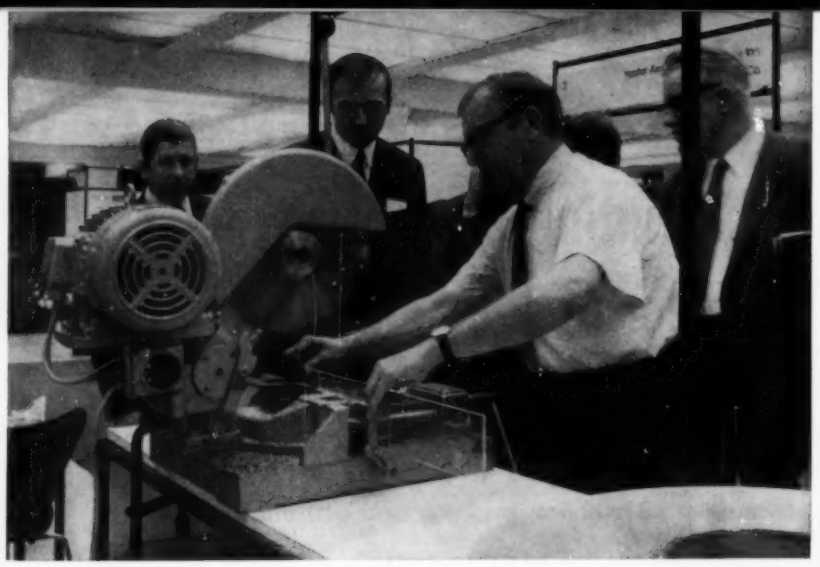
Nine firms entered the show in Germany, the world's third largest producer of plastics, seeking agency/distributorships. Four representatives were appointed at the show and 24 were under consideration after it concluded.

A one-day symposium attended by up to 125 persons a session was staged in conjunction with the show. Discussions centered around modern plastics.

Predicting $1 million in additional orders over the coming year is Union Carbide Corp. of New York. The firm used the show to exhibit Polysulfones and Polycaprolactones.

Entering the German market for the first time, Hunkar Laboratories, Inc. of Cincinnati wrote $230,000 in off-the-floor sales and is estimating $800,000 in first year sales. Hunkar is also negotiating with four candidates for agents.

Appointing one agent and reviewing a candidate to represent them in the French market is Speanski/Thierica, Inc. The Minneapolis firm entered exporting for the first time through the exhibition and made $20,000 in sales during the show and predicts $180,000 in additional orders for the coming 12-month period.



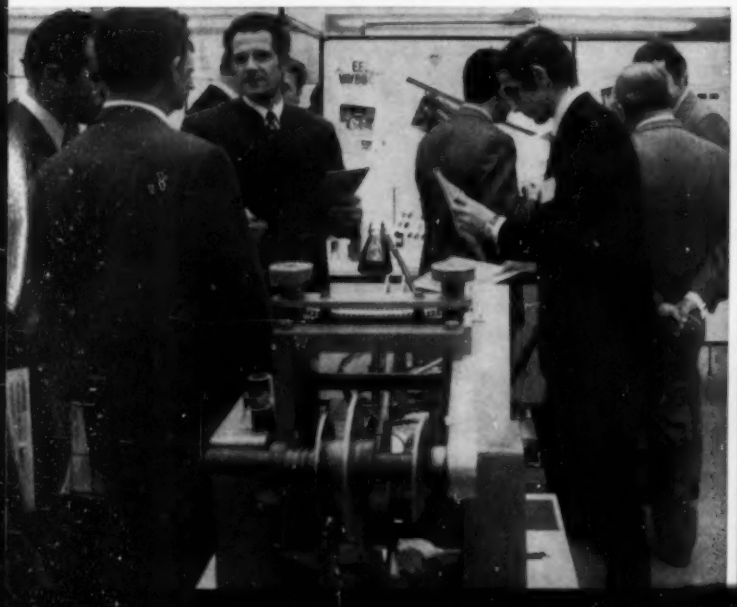
CARBIDE TIPPED SAW BLADES are demonstrated by a representative of Mackrin Saw and Cutter Corp. Mackrin displayed cutting tools for plastics. They were one of 28 U.S. firms in the Trade Center Show.

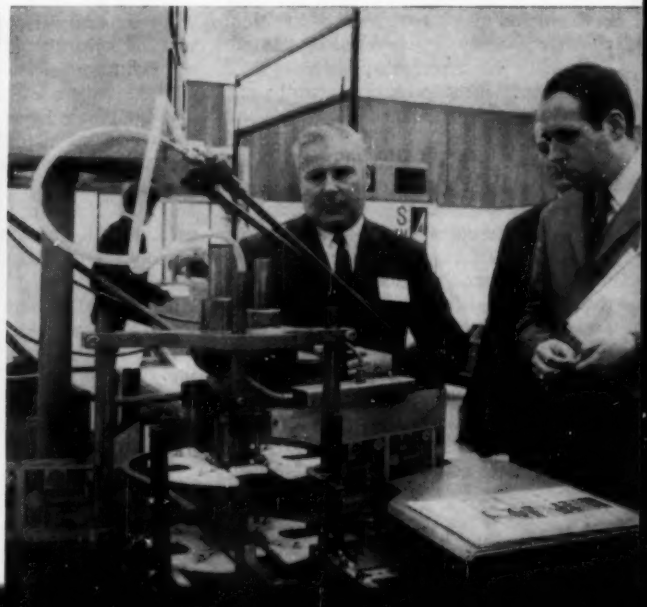
Of the 34 represented companies, other participants not mentioned above were: Ad Auriema, New York, representing Dynisco, a Microdot Co., Westwood, Mass. and Barber-Coleman Co., New York; American Supply Corp., Waban, Mass. representing Dri-Print Foils, Inc., Newark, N.J., Franklin Mfg. Co., Norwood, Mass. and Gladen Enterprises, Inc., Bay City, Mich.; Ampacet Corp., Mount Vernon, N.Y.; Bolton-Emerson, Inc., Lawrence, Mass.; Branson Sonic Power Co., Danbury, Conn.; Deco Tools, Inc., Toledo; Dennison International Co., Framingham, Mass.

Erichsen GmbH, German representative for American Instrument Co., Silver Spring, Md., Gardner Laboratory, Bethesda, Md. and Taber Instruments, North Tonawanda, N.Y.; Glenn Electric Heater Corp., Erie, Pa.; Instron Corp., Canton, Mass.; International Development Engineers, Kew Gardens, N.Y.; The Johnson Export Corp., Three Rivers, Mich.; Kollmorgen Corp., Attleboro, Mass.; Lake Erie Machine Co., Toledo; Lepel High Frequency Laboratories, Inc., New York; Mackrin Saw and Cutter Corp., Minneapolis.

Neotec Instruments, Inc., Rockville, Md.; Progressive Machine Co., Inc., Paterson, N.J.; Red Spot Paint & Varnish Co., Inc., Evansville, Ind.; SLM Plastics, Inc., Perth Amboy, N.J.; Dr. Slevogt & Co., German representative for Barnes Engineering Co., Stamford, Conn. and Hunter Associates Laboratory, Inc., Fairfax, Va.; Sprout-Waldron & Co., Inc., Muncy, Pa.; Tetrahedron Associates, Inc., San Diego; Thermaltech International Corp., Cleveland; Watlow Electric Mfg. Co., St. Louis.

GROUPED AROUND the booth of American Supply Corp. are interested visitors discussing the new "Rocker" Dry Printing Machine, which is compact yet able to stamp large areas. Another U.S. firm at the Plastics Industry Show was Dennison International, exhibiting a heat transfer decorating machine.





Anti-pollution show in Sweden projects $4.8 million in sales

Fifteen participants in the environmental pollution control equipment exhibition at the Trade Center for Scandinavia ended the show with estimated first year orders of $100,000 or more each. The show, held Oct. 15-21 in Stockholm, was composed of 36 U.S. companies, and total projected sales for all firms reached $4.8 million.

Confirmed floor orders for the five-day event totaled $79,199. Four agency agreements were concluded during the show and 49 more were underway at its end. About 900 Scandinavian visitors registered.

Seeking exposure to new business prospects, Combustion Engineering, Inc., Windsor, Conn., ended the show with projections of $1 million in orders during the next year. Combustion Engineering designs and constructs equipment and systems for pollution control, including nuclear waste systems.

The Tri-Pak Division, Industrial Services of America, Inc., entered the show to find agents and display its industrial refuse removal system for the first time in Sweden. By the end of the exhibition, the Louisville firm was negotiating with six prospects for agents and projecting $865,000 in orders for the next year.

Exhibiting a highly sensitive spectrofluorometer, Farrand Optical Co., Mount Vernon, N.Y., led the show in floor orders with $50,000. The firm's 12-month projections were reported at $250,000. Screening systems for municipal and industrial water treatment exhibited by Zurn Industries, Inc., Erie, Pa., were responsible for $100,000 in first year orders for the new-to-market firm.

Other firms indicating substantial sales for the coming year are Hoffman Air & Filtration, Division of Clarkson Industries, Inc., New York, with $70,000, and the Gorman-Rupp Co., Mansfield, Ohio, with $40,000.

Other participating firms in the Stockholm exhibition were: Ajax International Corp., Santa Barbara, Calif.; American Air Filter Co., Inc., Louisville; Automated Environmental Systems, Inc., Woodbury, L.I.; Beckman Instruments, Inc., Fullerton, Calif.; The Ceilcote Co., Inc., Berea, Ohio; Chemcon, Inc., Medfield, Mass.; Chemical Construction Corp., Pollution Control Division, New York; Cherne Industrial, Inc., Air-Loc Division, Hopkins, Minn.; Culligan International Co., Northbrook, Ill.

Eldib Engineering & Research, Inc., Newark, N.J.; Hach Chemical Co., Ames, Iowa; Honeywell, Inc., Industrial Products Division, Fort Washington, Pa.; Houston Atlas, Inc., Houston; Leeds & Northrup Co., North Wales, Pa.; ITT Marlow, Midland Park, N.J.; Neptune Microfloc, Inc., Corvallis, Ore.; Ohaus Scale Corp., Florham Park, N.J.; Precision Scientific Co., Chicago; Rohm & Haas Co., Philadelphia.

Claude B. Schneible Co., Holly, Mich.; Scientific Industries Inc., Hempstead, L.I.; Spraying Systems Co., Bellwood, Ill.; The Torit Corp., St. Paul; Wang Laboratories, Inc., Tewksbury, Mass.; Weil Pump Co., Chicago; Ionics, Inc., Watertown, Mass.; Varian Aerograph, Division of Varian Associates, Walnut Creek, Calif.; The Ducon Co., Inc., Mineola, L.I.; Seversky Electronatom Corp., Garden City, L.I.; Pulverizing Machinery, Division of the Slick Corp., Summit, N.J.

MONITORS DISPLAYED by Leeds & Northrup Co. are being inspected by Rolf E. Wagermark, a consulting engineer. Leeds & Northrup was among 36 American companies which took part in the exhibition.

ON THE MOON advertising by American Air Filter attracted visitors at the October show to its booth. Some of the filters employed in the Apollo space program are manufactured by the Louisville firm.

French automation, instrument markets target of U.S. exhibition in MESUCORA

Instrumentation makers seek share of $450 million market; U.S. data processing exports to France hit $34 million in 1968

The U.S. Department of Commerce will mount a display of automation equipment and instrumentation in Paris next spring to help U.S. firms pin down immediate and future sales prospects in the dynamic French market.

The exhibition will be a part of the 1970 edition of the triennial trade fair MESUCORA (Measurement, Control, Regulation and Automation), May 27-June 4, at the Palais de la Defense.

Target of the U.S. show is French industry's current heavy demand for this kind of instrumentation—a $450 million market enhanced by long-range plans for plant modernization. The exhibition will be staged by the Department's Bureau of International Commerce.

Fifty-one U.S. manufacturers took part in a Commerce-sponsored show at the 1967 MESUCORA. They made almost $3 million in first-year sales as a result and signed 76 agents to handle their products on a long-term basis.

Best sales prospects in the French market, identified in Commerce market research for the 1970 show, are for the following products:

► Automation systems: equipment that integrates the control, handling and processing functions in a single unit or system for maximum efficiency; machining, positioning, assembling, sorting, testing, quality control and automatic drafting systems; freight handling, storage and warehousing systems, and robots.

► Industrial process direct digital control: digital and hybrid computers; digital-to-analog and analog-to-digital converters; memories; digital output devices; data display systems; compatible transmitters, and data acquisition systems.

► Industrial process flow instrumentation: flow meters; non-contact flow meters (magnetic resonance, capacitance, ultrasonic); industrial flow rate and total flow transmitters and readout equipment; on-line industrial flow transducers, and variable area flow meters.

► Nuclear instrumentation: equipment to detect and measure radiation and neutron flux; testing and checking devices, and nucleonics equipment for laboratories.

► Physical properties testing equipment: tensile, compression, yield and shear strength, abrasion, hardness, density, creep, porosity, and vibration; also, equipment utilizing x- and gamma-ray, ultrasonic, infrared, magnetic particle, radiographic and strain gage techniques.

► Thermal instrumentation: differential, conductivity, thermogravimetric, dilatometric, boiling-point, and melting-point analyzers; non-contact temperature measuring systems; thermohydrometers; infrared microscopes, pyrometers; calorimeters; dilatometers; heat flux indicators, thermocouples; thermistors, and resistance temperature detectors.

U.S. EXHIBITORS WILL BE TAKING DEAD AIM at the dynamic French market for automation and instrumentation equipment at the 1970 edition of MESUCORA. Below is part of the 1967 U.S. exhibition.

Computer and electronic data processing equipment sales in France have doubled every year for the past three years, according to market research. Total imports of this equipment in 1968 were valued at $97.2 million. The U.S. share of this import market was nearly 35%, or $34 million.

French imports of U.S. process control equipment amounted to $62 million in 1968, representing an increase of 92% since 1962. U.S. firms hold 37% of the French market for these products, and the share is rising steadily.

U.S. exports of testing and measuring instruments to France were almost $40 million in 1968. U.S. sales of such instrumentation are expected to grow rapidly over the next five years because of French interest in U.S. technological advances in this field and increased expenditures for research and development.

About $2.5 billion was spent on research and development activities in 1967. Such spending reportedly will more than double by 1975 under the French Sixth Economic and Social Development Plan.

American manufacturers interested in the Paris show may obtain an Exhibitors Export Market Guide IMIS 69-82 and more information from the U.S. Department of Commerce (BIC-946), Washington, D.C. 20230 (202-967-2795), or from any of the Department's Field Offices.

German boom continues

Revaluation should benefit foreign traders; France passes U.S. as top supplier

By RODERICK N. GRANT
Commercial Attache, U.S. Embassy, Bonn

To a recent arrival in Germany, the physical evidence of the economic boom is impressive. Smart shops in bustling cities are filled with attractive goods and people with money in their pockets line the counters. Driving along the Autobahns which criss-cross the neat countryside, one sees massive factories working at full capacity. The Rhine river from Karlsruhe to Duisburg is solid with heavily loaded barges servicing this highly industrialized region. On every hand the signs of prosperity are apparent. Talking with German industrialists, one learns that their chief concern is not finding markets for their goods, but rather obtaining workers to man their machines so that they can keep up with new orders.

The statistics bear out these impressions. Since the recession of 1966, the German economy has experienced rapid and sustained growth. Gross National Product at current prices is projected at DM 590 billion for 1969, an 11% increase over 1968 and 22% above 1967 (for consistency's sake, Deutschmark figures will be used throughout this article, rather than converting into dollars at both pre- and post-revaluation rates. For reference, the former rate was $1=DM4; the new rate is $1=DM3.66).

Through September, German imports were up 22.2% from the same period in 1968 to DM 72 billion (c.i.f.). Exports for the nine-month period were DM 82.7 billion, a 16.7% increase. The resulting trade account surplus of DM 10.7 billion was down slightly from the previous year's figure.

Demand outpaces supply

Order backlogs are at record levels, with new orders this year running some 25% ahead of 1968. Industrial production is showing a strong upward momentum in response to strong overall demand.

Investment in capital equipment to accommodate these record production levels is running at a projected annual rate of DM 73.5 billion, 26% ahead of last year.

Until recently, this upsurge has been accomplished with a remarkable degree of price stability in view of the pressure of economic activity. Since the spring, however, there has been an accelerating rise in industrial prices which is expected to continue in the near future. Despite this upward pressure on prices in recent months, the rate of inflation in Germany is still less than in other industrialized countries. This price structure has made German products highly competitive in foreign markets, and export orders are the strongest segment of total demand, standing well above a year ago.

The United States has a good share of this lucrative market. While figures for the first quarter are distorted by the U.S. shipping strike, German imports from the United States during the first two quarters still showed a 12% rise over the first half of last year to DM 4.9 billion, giving the United States a 10.2% share of the total import market.

Leading U.S. exports of this market, aside from agricultural commodities, include machines, chemicals, Government purchases, electrical equipment and aircraft. Those U.S. products showing the most dynamic growth in this market include non-ferrous metals (largely copper), electrical equipment, office machinery, paper and printing machines, optical and precision instruments, pumps and compressors, and chemical products, especially photochemicals.

Despite this impressive record, however, the U.S. market share has shown a tendency to erode during the past few years. In 1968, for the first time, France supplanted the United States as Germany's leading foreign supplier. Figures for the first part of the year indicate that the Netherlands has also slipped past the United States among principal suppliers. There appears to be a variety of reasons for this—the progressive lowering of internal tariff barriers within the Common Market benefiting member countries, cheaper transport for some of our chief competitors, and a rise in U.S. export prices.

Another factor, difficult to measure, is the displacement of U.S. exports by the production by U.S. subsidiaries in Ger-

CARGO IS LANDED AND LOADED from container ships in record time at the Bremen and Bremerhaven terminals. Containers and handling equipment are among products that should sell in Germany.

DISPLACEMENT OF U.S. EXPORTS by production of U.S. subsidiaries in Germany is a factor in the gradual erosion of the U.S. market share. Above, an aerial view of GM's Opel plant at Russelsheim.

many. Discussions with officials of a major U.S. manufacturing subsidiary in the Ruhr area revealed that as a market develops, the tendency is for a company to shift production of additional items from the United States to its foreign subsidiary. This firm exports 80% of its output to other Common Market and European Free Trade Association countries.

The current prospects are for the German economy to remain at high levels of activity during 1970, despite the cooling effects of the 8.5% revaluation of the German Mark in October. A key factor in the immediate future is the influence this currency revaluation will have. Fears have been expressed by German industrial leaders that the revaluation, in combination with wage increases and rising prices, will create a profit squeeze which could adversely affect domestic investment and lead to a downturn in the business cycle.

Among individual industry sectors, machinery producers, who are the leading exporters, feel they will bear the brunt of the revaluation despite record orderbooks. Chemical producers anticipate reduced profit margins because of increased competitiveness of foreign suppliers. In the important electrical engineering and appliance sector, a few large manufacturers have indicated they will enlarge production in their foreign plants.

TO ACCOMMODATE ORDER BACKLOGS private investment may be about 26% higher this year than last. The ARMCO-EUROTEC facility in Voerde, inaugurated last month, makes pre-engineered steel buildings.

The outflow of foreign funds attending the revaluation could also have adverse repercussions on the capital market. This could lead to a drying up of liquidity and act as a further depressant to domestic investment. Offsetting this will be an anticipated expansionary Federal Budget for 1970, as the new German Government seeks to translate its campaign promises into reality. There are some indications that credit policy may be loosened in any case. It is highly likely that should signs of a turn in the business cycle begin to appear, the German Government will take immediate corrective action.

The effect of the revaluation will, of course, be generally beneficial to U.S. and other foreign suppliers to Germany, although the effects of the 8.5% change will be modified by the elimination of the import rebate of 4% which has been in force since November 1968. Price sensitive U.S. products, particularly raw materials and semi-finished products, should find the greatest direct benefit, while products which are either unique, of superior quality, or technologically advanced, will find their already solid market positions further strengthened.

On balance, it appears that Germany during the next year will remain a highly attractive market for U.S. exporters, a view which has been confirmed by U.S. businessmen. Products embodying high technology find ready acceptance, a fact that was confirmed by the success of the recent U.S. Exhibition in the Welding Fair at Essen, which featured cutting and welding equipment, and the U.S. Exhibition on the Rhine, which showed industrial process controls and instrumentation (see story on p. 2). The Electronic Data Processing Show at the U.S. Trade Center in Frankfurt this September broke all records.

Other categories of industrial equipment which market research shows to have excellent sales potential are food processing machinery, telemetric equipment, geophysical equipment, advanced materials for the electronics industry, containers and handling equipment and chemical processing equipment.

The market is here, and while the trend toward more intense competition which has faced U.S. exporters during the past few years continues, American products remain highly esteemed, especially in those sectors where the United States is the acknowledged world leader. The opportunity and challenge exist for U.S. manufacturers to enlarge or initiate sales of their products in this market, where there is high receptivity to American goods and where the climate for doing business is excellent.

Italy holds its trade vigor

Economy continues strong expansion despite some potential problems

By ALBERT E. PAPPANO
Counselor for Commercial Affairs, U.S. Embassy, Rome

The Italian economy in 1969 has continued to experience a vigorous expansion and, despite certain potentially disturbing developments, the outlook for at least the near-term remains favorable. With domestic demand likely to show continuing strength, sustained by a substantial program of new investment and by increased personal incomes from widely distributed raises in pay and pensions, prospects for continued growth of the Italian market for U.S. goods and services in the immediate future appear excellent.

The sturdy growth of the Italian economy this year, now officially forecast as approaching 7% in real terms (5.7% in 1968), reflects healthy gains in virtually every sector of productive activity. Only agriculture lagged, under pressure of poor growing conditions for several major crops, with 1969 production forecast at only 3% above that of 1968.

Supported by strengthening domestic demand and continued export expansion, overall industrial production in the first seven months was 8% over that in the same period of 1968. Particular vitality was evident in automotive, petroleum-natural gas, artificial fibers and paper production. A boom in housing construction, stimulated mainly by a deadline for building starts before enforcement of new, stricter standards, has now subsided, but it furnished an expansive impetus through the earlier part of the year.

Internal demand received additional force from expanded public and private investment, from increased social security pension payments and civil service pay-raises negotiated early in the year. After a long period of price stability, upward pressures began to make themselves felt, particularly in food and related items.

The expansion of Italian exports continued at a booming pace, with seven-month totals 23.5% above the record of the same period last year. Italy's sales within the European Community are also expanding, not only in absolute but in relative terms as well; 43% of Italian exports went to Community markets in the first six months of 1969, as compared with 40% in 1968.

Italian exports to the United States in the January-July period increased by 26.6% over the same period a year ago and imports of U.S. goods rose by 19.7%. The relative market shares, however, remained virtually stationary in both directions, the U.S. taking 10.7% of Italy's total exports and furnishing 11.5% of Italian imports, as compared with 10.7% and 11.6%, respectively, in 1968.

The composition of Italian-American bilateral trade remained generally the same as in recent periods. Main Italian exports to the United States included leather footwear, motor vehicles and parts, aircraft and parts, knitwear, textile fabrics, typewriters and calculating machines. Main imports from the United States included aircraft and parts, feeds and grains, oil seeds and cake, copper and alloys, and coal.

Although imports of coal and of raw cotton declined significantly, other important categories of imports from the United States showed notable increases, including non-electric machinery, metal working machinery and telecommunications equipment.

Areas of uncertainty

Owing to political uncertainties, prospects for early action on a number of essential reform measures are not bright. Among the most important of these are a thoroughgoing overhaul of the tax system to make a more rational distribution of burdens, provide workable incentives and increase yields; reform of Government bureaucratic structure and procedures to remove unnecessary obstacles to economic activity and increase responsiveness to policy decisions; creation of a capital market adequate to current and future needs for financing economic growth; and fundamental re-examination of the program for the South to provide realistic means and incentives for economic development.

There is little disagreement as to the urgency of action to meet these problems. On the other hand, the legislative process will demand hard decisions and reconciliation of economic objectives with political realities. It is clear that progress in these directions will not be rapid.

Also likely to be further delayed is a measure of particular interest to U.S. industry: legislation to provide patent protection for pharmaceutical products and processes.

Another source of concern has been the continuing capital outflow, which reached substantial proportions in recent months but now seems to be subsiding. Reflecting mainly the efforts of investors to seek higher returns abroad than are possible in the Italian capital market under present conditions, this flow of capital has undoubtedly been strengthened by uncertainties in the political situation and, temporarily, by the prospect of windfall gains from a revaluation of the Deutschemark. Despite this outflow, however, and an overall deficit in the first half-year which resulted in some decline of official reserves, Italy's reserve position is still one of the strongest, surpassed only by the United States and Germany.

The Italian domestic market for both debt and equity issues has been weak through most of 1969 and is likely to remain so in the absence of legislation to make investment in securities more attractive. The Government has taken some action in recent months to reduce the differential between interest rates in Italy and abroad and to make offerings in the domestic market more inviting to investors.

It has also recently introduced in the Parliament legislation providing fiscal incentives for Italian firms to raise new capital through share issues in Italy, and legislation permitting the establishment of Italian mutual funds and regulating the sales of foreign mutual funds within the country. Under the present system Italian firms normally provide for most of their capital expansion needs through borrowing, at relatively heavy cost, and a number of firms are reported to be reluctant to undertake new expansion on this account.

Price pressures appear

After several years of relative stability, prices have begun to move upward this year. The latest available index figures, those for July, show wholesale prices 4.7%, and consumer prices 3.1% above those registered a year earlier. Casual observation suggests that these understate price rises to date, at least on foodstuffs and other consumer goods.

A major factor underlying this movement was the expansion of domestic demand responding to stimulative policies announced and partially implemented by

FOUR NEW PLANTS are included in FIAT's $100 million investment plans for next year. Below, the Highway of the Sun between Rome and Frosinone is seen through the remains of an ancient bridge.

the Government last year. However, in recent months a more restrictive credit policy has begun to make itself felt.

Increased demand was reflected also in the sharp rise of imports noted above, which in some degree dampened upward price pressures. The flow of new investment to both public and private sectors contributed also, as did the new money being injected into the economy through increases in social security pensions and civil service pay scales. The Government's draft budget for 1970 could result in a further expansionary tendency, projecting a budgetary deficit almost 10% higher than that planned for 1969.

Additional pressure on prices will probably make itself felt in the near future from the new national wage contracts affecting some 3.5 million industrial and commercial workers and now being renegotiated. Some Government sources have estimated that wage increases under the new contracts will average 15-16%, although some business and labor sources say that total additions to labor cost, considering ancillary benefits as well as wages, may be in excess of 25% over the life of the contracts.

The vigorous performance of Italian export trade in the past several years has undoubtedly derived strength from the stability of the internal price structure while prices abroad were generally rising. Some observers are now pointing out that principal Italian export items compete in world markets on the basis of price, rather than other factors, and are therefore particularly vulnerable to price rises. To the extent that this is so, a broad upward movement of prices through the Italian economy could have a braking effect on the rate of export expansion, as well as diminishing the present competitive advantage of Italian goods in many lines both in Italy and in third markets.

Business outlook favorable

Current views and comments on the business outlook in Italy vary somewhat according to their source, but are generally optimistic for the short run. An authoritative Government economist sees Italian industry in a strong position to resolve its current labor problems and to remain competitive on international markets.

Another Government writer sees Italy's economy as structurally sound, with adequate reserves of labor and capital to support continued expansion and with productivity margins ample to absorb wage increases and reduced working hours, provided that these concessions are timed with an eye to their impact on the economy as a whole. The same observer discerns potential difficulties only in the areas of international monetary and financial relations and in recent domestic price increases, which he sees as caused up to now by psychological rather than economic factors.

A different view of recent price movements was expressed by the Minister of Treasury in a statement to the Parliament accompanying his draft budget presentation. Noting that for the first time in many years wholesale prices have risen more than prices at the retail level, the Minister concluded that the origin of the pressure was increased costs of raw materials, semi-finished products and imported industrial machinery.

A prominent economic writer, who is a director of certain large corporations, attributes the recent high rate of increase of industrial production mainly to Italy's booming exports and believes that foreign demand stands a good chance of being sustained, provided wage increases in Italy can be kept within reasonable limits and other price pressures do not get out of hand. Another business commentator is less hopeful, seeing continuation of the country's economic expansion as possible only if the Government is willing to lower its sights on social programs, curb labor demands, and concentrate on early reform of the tax system and capital markets.

The latest issue of a periodic survey of business opinion on the economic situation reports that a preponderance of Italian businessmen expect the present rate of economic growth to be maintained at least through the first half of 1970 and are planning their own operations accordingly.

Most observers see consumption spending continuing to rise well into 1970, gaining further strength from the various additions to the personal income stream already mentioned. The substantial new investments programmed for both public and private sectors also can be expected to give further impetus to domestic economic expansion and to demand for imports.

The Government's draft budget recently presented to Parliament proposed direct Government expenditures equivalent to about $20.5 billion which, with estimated budget receipts equivalent to about $17.5 billion, would have a potential deficit equivalent to about $3 billion.

The proposed 1970 Government budget includes appropriations equivalent to $586 million for public works in the South, $144 for highway construction, $28 million for civil airports and related installations, $75 million for new school construction, and $86 million for scientific research.

In addition, Government spending outside the budget, to be funded by borrowing in domestic financial markets, is projected at the equivalent of about $1.9 billion, of which the main items include school and university construction, aids to industry in underdeveloped areas and ad-

ditions to the endowment funds (corporate capital) of the State-owned holding companies IRI and ENI.

The Ministry of State Holdings, which has overall policy and directive responsibility for the State-owned holding companies, recently announced a four-year (1969-72) investment program with a total equivalent to $8 billion for the entities under its supervision, of which about $2.2 billion would be spent in 1970. Of the 1970 total, $1.2 billion is planned for investment by IRI, the vast holding company covering the iron and steel, mechanical, ship-building, telecommunications, shipping, banking and other sectors; $800 million is for investments by ENI, the Government holding company for the petroleum and related industries, and $200 million for EFIM, the Government holding company for a number of smaller companies, generally in the metal-mechanical and manufacturing fields.

Within the above totals, investment plans in the IRI complex of industries, as announced by the Ministry of State Holdings, will include $355 million in telecommunications, $254 million in the mechanical industries (chiefly automotive), $230 million in iron and steel and $226 million for construction of highways to be operated by the IRI toll road subsidiary.

ENI plans include investment of $304 million in petroleum exploration and production, $58 million in refineries, $107 million in petrochemical facilities, $16 million in nuclear fuels and reactors, and approximately $150 million in expansion of its petroleum and gas distributing systems.

EFIM's investment planning for 1970 has not been announced in detail, but it is reported to include a new aluminum production plant with 100,000-metric-ton per year capacity, modernization of existing plants producing mechanical equipment and railway rolling stock.

The nationalized electric power agency, ENEL, which operates as an independent entity, has announced an investment program for 1970 equivalent to $869 million, including $310 million for thermoelectric generating plants (including nuclear), and $365 million for electric power distributing facilities.

Private industry's plans

The Confederation of Italian Industries, in its annual survey of investment plans of Italian industry, estimates new fixed industrial investment during 1970 at the equivalent of about $4.5 billion, including investments by public industries (IRI, ENI, EFIM). Confindustria estimates that the bulk of the new investment will go into manufacturing (about $3 billion) and public utilities ($1 billion). Major components of the investment program for the manufacturing sector are the mechanical industries including automotive ($940 million), the chemical industries ($560 million), metallurgy ($380 million), petroleum and coal derivatives ($175 million), textiles ($165 million), food processing ($150 million), and paper, paper converting and printing ($150 million).

In the private sector, projected investment spending will cover a wide variety of projects. Fiat's investment plans for 1970, involving over $100 million, include a new plant at Bari for automotive components and fork-lift trucks, a new plant at Vado Ligure to produce automatic gearboxes for trucks and railcars, completion of a plant at Termini Imerese and a new plant at Trieste to produce marine diesel engines and gas turbines.

Investment projects planned by Montecatini Edison for 1970 will include expansion of a petro-chemical plant at Priolo ($320 million over five years), an ethylene plant at Brindisi ($232 million over five years), and a rock salt treatment plant near Catanzaro ($24 million). The company has also announced a petrochemical construction program at Cagliari (Sardinia) calling for investment of $880 million.

SNIA Viscosa is planning to invest $48 million in a new plant at Manfredonia (Foggia) to produce 80,000 metric tons per year of caprolactam. Olivetti plans new investments of about $32 million for an electronic plant near Caserta and expansion of its typewriter plant at Pozzuoli.

Among other Italian companies with significant investment programs for 1970 are Siderurgica Monfalconese ($10 million plant to produce billets from steel scrap), Siderland, Belluno ($69 million plant at Longarone to produce a variety of steel mill products from scrap).

Projects of lesser size include a $2 million expansion by Cotonificio Mancome e Tedeschi of its cotton textile plant at Caserta, construction by Gulf Oil Italiana of a new 3.5 million ton petroleum refinery near Milan, and construction by SIR (Societa Italiana Resine), of an offshore mooring and discharge buoy at Porto Torres, Sardinia to discharge super tankers through an undersea pipeline.

Trends promise more trade

In addition to specific investment projects or sectoral investment planning, there are certain observable trends in Italian business which suggest new or expanding trade opportunities. One of these is the continuing movement toward modernization, mechanization and automation in Italian industry, reflecting an active interest in the application of modern technology and techniques of management and production throughout Italian industry.

Another trend is toward increased real incomes and higher living standards for the general public in Italy, which continues to manifest itself in increasing demand for domestic appliances, recreational goods and convenience items. Directly related to this trend is the gradually building pressure for modernization of Italy's anachronistic, inadequate and inordinately

EXPANSION OF AIRPORT FACILITIES in Italy is expected to provide sales opportunities for American-made materials handling and conveying equipment. The picture shows ALITALIA aircraft at Fiumicino.

expensive distribution system. The entering wedge is perhaps the grocery supermarket, fought tooth-and-nail by the myriad of tiny family-operated retail outlets in every Italian city, but nonetheless beginning to take hold, particularly in the North.

Responding to consumer demand, food processing and packaging industries have been undergoing rapid expansion. There is also increased emphasis on improvement of packaging and the emergence of convenience packaging of foodstuffs. Also expanding rapidly is the use of self-service equipment such as vending machines, and new types are constantly appearing in the market.

A recent survey indicates that the Italian meat, fish and poultry processing industries plan to invest about $5 million in new equipment by 1971 and that U.S. equipment in this field is highly thought of for its quality and reliability.

Equipment which appears to have particularly timely appeal in the food processing field includes automatic dairy and cheese-making machinery, short-time sterilization equipment, automatic weighing and processing machines and advanced canning equipment, as well as equipment for freezing and freezer storage, cold storage and refrigerated food transport and handling.

In the industrial field, examination of announced investment programs suggests certain types of equipment for which sales prospects appear to be particularly promising. These include numerical control machine tools, ultrasonic machine tools, modular machine components and automatic devices and accessories; advanced chemical processing equipment, such as reciprocating and multi-stage compressors, metering and high pressure pumps, and electrostatic precipitators; advanced packaging machinery such as blow-molding machines, bending and tying machines, filling and sealing machines and volumetric filling machines for pharmaceuticals; advanced commercial and industrial refrigeration equipment, such as condensing and evaporating units, hermetic and semi-hermetic compressors, special-purpose valves and cryogenic equipment; advanced industrial instrumentation and process control equipment, such as solid state electronic batching and blending control systems, industrial flow computing systems and digital flow rate indicators; electric and electronic measuring instruments, such as AC/DC differential volt meters, AC/DC meter calibrators, vector volt meters, ultrasonic leak detectors and digital frequency synthesizers; advanced laboratory and research equipment, such as laboratory analytical devices, physical properties testing equipment and biological and medical research instruments.

The expansion of commercial airport facilities, as well as the general industrial market, could provide sales opportunities for materials handling and conveying equipment, such as self-propelled trucks, ride platform trucks, advanced warehousing equipment and remote control shunting and handling systems for luggage, boxes, and crates.

Increased spending programmed for the educational sector could mean sales possibilities for modern educational equipment, including overhead projectors, copying machines and equipment, video tape recorders, memory devices, special TV sound projectors, minilabs for foreign language study, automatic transparency copiers, electrostatic copiers, electronic trainers and home and school movie systems.

A recent exhibition of U.S. hi-fi and stereo equipment at the U.S. Trade Center in Milan indicates keen interest and a growing market for the more advanced and sophisticated equipment in this field, including professional and studio types.

Another recent exhibit of U.S. products at the Trade Center revealed a growing interest in industrial security equipment and a clearly felt need coinciding with Italy's industrial growth and modernization and with increasing consciousness of industrial and business security problems. A special interest was shown also in museum security equipment and systems.

Another exhibition, devoted to reprographic, micro-film and advanced documentation equipment and supplies, suggested that the Italian market for sophisticated equipment in this field can be expected to expand rapidly in the next few years. Other recent Trade Center exhibits have revealed encouraging sales prospects for industrial handling equipment, industrial process controls and materials testing and quality control equipment.

PROJECTED INVESTMENT SPENDING for 1970 includes the establishment of $10 million and $69 million plants to produce steel mill products from scrap. Below, the ITALSIDER steel mill at Taranto.

U.S. trade promotion programs

A promotional technique which has proved itself highly effective in Italy is the solo exhibition of American products. A prominent example was the U.S. Government-sponsored PURAQUA Exhibition and Conference, held in Rome in February and devoted to all phases of desalination, water purification, water treatment and pollution control. PURAQUA, designed to take advantage of the keen interest in water resource development and conservation throughout the Mediterranean Basin, produced outstanding results in terms of actual and prospective sales which are still being realized.

Another important phase of the U.S. trade promotion program in Italy is the series of single-theme exhibits of U.S. products, oriented to the Italian market, held at the Milan Trade Center. Cost of participation in a Trade Center Exhibition is low and the program thus offers to American business, at a very moderate outlay in time and money, a means of testing the Italian market or obtaining market representation through exposure to a carefully selected audience.

Coming attractions

Forthcoming exhibits of particular interest to U.S. traders will feature photography in science and industry; air quality treatment; machinery and equipment for meat, fish and poultry processing; chromotography and spectroscopy; and flow automation.

The U.S. Government's export trade promotion effort in Italy, implemented through Foreign Service commercial offices in Rome, Milan, Turin, Genoa, Florence, Naples and Palermo, through exhibitions at the Trade Center, through solo exhibitions, and supplemented by increased use of professional market research, is being constantly reviewed to focus more sharply and selectively on specific areas of export trade opportunities. To realize its full potential for export expansion, however, it is up to American business to avail itself of these facilities and make aggressive and imaginative use of modern market development, advertising, promotional and sales techniques.

Ivory Coast echoes franc

Competitive edge given French products by devaluation may be short-lived, however

By PETER F. FROST
Commercial Attache, U.S. Embassy, Abidjan

U.S. sales to Ivory Coast, already confronted with stiff French competition in many sectors, now encounter a new obstacle following devaluation of the CFA franc in August. Despite its own healthy young economy, Ivory Coast, as a member of the franc zone, was obliged to go along with the other African countries which devalued their currencies in the wake of devaluation of the French franc.

French products thus enjoy an additional price advantage on the Ivorian market as a result of devaluation. This is likely to produce some shift away from other sources of supply to the benefit of French exporters, France's share of the Ivorian market, though still preponderant, had been declining in relative terms in recent years.

The increased competitive edge the French enjoy may be limited as well as short-lived, however, depending on how successful the French will be in holding the line on their own prices against continuing social pressures and repercussion of higher prices for imported raw materials.

U.S. exporters have competed successfully in the Ivory Coast market in the past despite often higher prices and tariff discrimination. Indeed, devaluation could be a boon to the sale of new U.S. product lines, for some importers have shown interest in developing such lines as a means of getting around the price freeze applicable to their established French product lines.

Price controls enforced after the devaluation have caused some hardship among importers. Exceptions to the price freeze are now being slowly granted, but it is up to the discretion of the Ivorian Government whether price or markup is frozen in particular cases.

It is expected that the price freeze will, however, be applied most rigidly for imports of everyday consumer items of special interest mainly to African consumers as distinct from the expatriate community. Hence, exceptions may be granted for a broad range of products of interest to the American exporter. In the meantime, importers may be inclined to caution. A slackening off in orders could be followed by a glut of new orders as the local situation clarifies.

Notwithstanding the devaluation, many opportunities still remain for the exporter who is willing to seek out markets and take care to develop them. Quality or technological innovations can be prime factors.

U.S. heavy construction and similar equipment has always enjoyed a good market in Ivory Coast, and, as its users are often convinced that there are no suitable substitutes, they are willing to pay the going price. Hence, the devaluation is not expected seriously to affect sales of this sort of material, subject to liberal exceptions from the price freeze permitting dealers to pass on the higher CFA franc price to the buyer.

Imports of durable goods, including construction equipment, accounted for 25.3% of all imports in 1968 and showed a growth of a little over 24% over 1967. This trend continued and even improved during the first six months of 1969, as imports of this type of material showed an increase of some 27.5% over the same period in 1968 and now accounted for 30.8% of all imports.

The demand for equipment in the forestry industry will undoubtedly increase for several years to come.

Although most equipment purchases directly connected with the $92 million Bandama hydroelectric project have already been made, such a major undertaking can be expected to create "spin-off" activities which will give rise to continued new purchases of equipment. Similar sales will also be forthcoming in connection with the development of the Southwest region which is centered around the port of San Pedro.

In late 1968 the Government signed a convention with Pickands Mather and Company of Cleveland which will hopefully lead to the exploitation of iron ore deposits near Bangolo in western Ivory Coast. Should mining operations eventually get under way, investments of up to $200 million may be involved with a healthy share of this sum going into heavy equipment.

The state corporation MOTORAGRI which provides mechanized land-clearing, grading, plowing and planting services to Ivorian farmers has purchased large amounts of American earth-moving and agricultural equipment in the past and can be expected to continue to do so.

The World Bank has just granted the Government loans totaling $17.1 million for the clearing of an additional 16,000 hectares to be planted in oil palms and for construction of processing facilities. American equipment will certainly be involved in this work. The new processing plant, which is likely to be built on a "turnkey" basis, will undoubtedly be put up for international bids in the near future and American firms will be eligible to apply. When a formal tender announcement is made, it will be carried in INTERNATIONAL COMMERCE.

Ivorian planners, now working on the country's Development Plan for the years 1971-1975, envisage that during that period $100 to $120 million will be spent on road building, $40 million on port and waterway improvements and $8 to 10 million on airport improvements. As these sums are expended, increased sales for American firms should be forthcoming.

In July 1968 the Government passed a law aimed at increasing the percentage of wood milled in Ivory Coast for both local consumption and export in comparison to exports of logs. The new law should result in increased sales of saw mill and other wood working equipment over the next several years, which alert American firms with well-established local representation can take advantage of.

Ivory Coast recently completed accession to INTELSAT and has formed a joint venture which will supervise the construction of an earth station for satellite communications and assure its operation. It is still planned to open the construction of the earth station to international bidding and several American firms have expressed an interest.

U.S. firm to build plant

Union Carbide Corp.'s Ivorian subsidiary, Union Carbide Côte d'Ivoire SA, has now been formed, and final plans are in process for the construction of a $3 million plant to make dry cell batteries. This represents the first 100% U.S. owned manufacturing operation in Ivory Coast, with Union Carbide winning out over the keen competition of two French companies, thus offering ample proof that the Ivorian Government does welcome U.S. private investment and is prepared to give sound projects the nod over other foreign competition.

Union Carbide is basing its long-range

marketing strategy not only on sales to Ivory Coast, but to all of the countries of the West African Customs Union, which is made up of Mauritania, Senegal, Ivory Coast, Upper Volta, Niger and Dahomey. Other firms investigating manufacturing possibilities in Ivory Coast should keep this larger marketing area in mind in making overall evaluations.

U.S. firms not interested in building their own plant in Ivory Coast may be interested in joint ventures with Ivorian on foreign partners. One such joint venture which is rapidly taking shape is the cocoa butter plant to be built by the Klein Chocolate Company of Pennsylvania with Ivorian partners.

Ivory Coast's growing industrial base would also seem to offer excellent opportunities for American firms to enter into licensing agreements with local manufacturers. Where the building of a separate plant in Ivory Coast might not be justified under some circumstances, the manufacture or assembly of a U.S. product might fit in very well as a sideline for an already established local manufacturer.

It was just this sort of operation which saw the installation within the last year of a facility to construct an American company's aluminum building hardware line. More recently, a local soap and detergent manufacturer agreed to produce a well-known U.S. brand of industrial detergent. We are aware of at least three other cases where talks are well under way which will hopefully lead to the signing of licensing agreements.

Where to write

Firms interested in investigating the investment possibilities in this dynamic and prosperous young country may wish to call on the branch office of the Ivory Coast Embassy which has been established in New York expressly to be of assistance to American firms. For further information interested companies should write to: Mr. Augustin Donoguih, Ivory Coast Embassy Development Office, Room 1604-06, 521 Fifth Avenue, New York, N.Y. 10017. (Phone: 869-1700).

Potential investors may also write directly to the Plan Ministry, which has prime responsibility for developing new industry: Mr. Abou Doumbia, Direction du Développement Industriel, Ministère du Plan, B.P. 649, Abidjan, Ivory Coast.

American businessmen visiting Ivory Coast are invited to attend the luncheon of the American Business Club of Ivory Coast, held on the second Thursday of every month of the Hôtel Ivoire. The Club, with almost 60 members, includes local representatives of American companies and leading importers of U.S. products.

African nation generally confident as gains by industries offset temporary business slowdown

Good coffee, cocoa crops should give Ivory Coast boost; imports from U.S. were up by 27% in first third of 1969

An expansionist, confident mood continues to prevail in the Ivory Coast, according to the semi-annual Economic Trends Report from the U.S. Embassy in Abidjan. Industrial expansion is keeping the economy on the sharp upward course that has made Ivory Coast one of the most rapidly developing countries in Africa in recent years. Business has slowed a little in the last few months but is expected to pick up again shortly with better coffee and cocoa crops and higher prices to the producers.

For the first six months of 1969 the U.S. trade deficit with Ivory Coast was only $9.4 million, or half the June 1968 figure. For the first four months of the year—the most recent for which a breakdown is available—Ivorian imports from the United States were running 27% ahead of last year, probably because of deliveries of heavy equipment for Bandama and other projects. Exports were down by 7%.

Whether the trend will continue to the end of the year is uncertain; an adverse factor will be any turning away from American sources of supply in favor of France as a result of devaluation. Tariff reductions made in mid-1968 may bring some increased sales, notably of air conditioners, cars, trucks and tractors, but the tariff cuts were too meager to provide substantial relief.

Competition is growing

U.S. efforts at sales promotion in Ivory Coast are encountering, in addition to the well-entrenched French presence and influence, increasingly keen competition from France's European Economic Community partners, who also have the advantage of preferential access because of Ivorian association with the EEC. (EEC preferences are limited to the customs duty alone and not to other fiscal duties and taxes on imports.) Growing investment by German, Dutch and Italian interests gives them a stronger commercial foothold. Tied procurement under French and EEC aid excludes U.S. suppliers. Since 1968 Japanese goods have also been directly competitive in Ivory Coast with U.S. goods, and Japanese private investment is growing.

Ivory Coast, with a population of little over 4 million, may seem to many U.S. exporters too small to be worth the bother. Its per capita income is only about $200—but it's still one of the highest in tropical Africa. Yet for many American firms this is already a lucrative market. Others are actively trying to break in. The market is mainly for U.S. quality and for new lines reflecting our technological advance or produced by mass production methods offsetting higher ocean freight costs as compared to imports from Europe.

Marketing base for batteries

Output from the $3 million dry cell battery plant soon to be built by Union Carbide's recently formed (and wholly-owned) Ivorian subsidiary is to be marketed, not only in Ivory Coast but in other French-speaking African countries. (Ivory Coast is a member of the West African Customs Union along with Sen-

Regional sales center

The Ivorian market is part of the much greater market of French-speaking Africa. (One third of Abidjan port traffic is transit for land-locked Mali, Upper Volta and Niger.) Seeing the market in this broader scale and adapting marketing methods accordingly can be profitable business; the French, with their sales operations spread over many countries of French-speaking Africa, can readily testify to this. Abidjan's modern amenities, central location, and good transportation connections are also making it a leading regional sales center for firms operating in West Africa.

egal, Mauritania, Niger, Upper Volta, and Dahomey.)

Union Carbide got the nod over two French competitors partly because the Ivorian Government wants more U.S. private investment and hopes others will follow through the opened door. A Development Office has just been set up in New York. An American-owned company has just broken the near-total French monopoly of Ivorian insurance business.

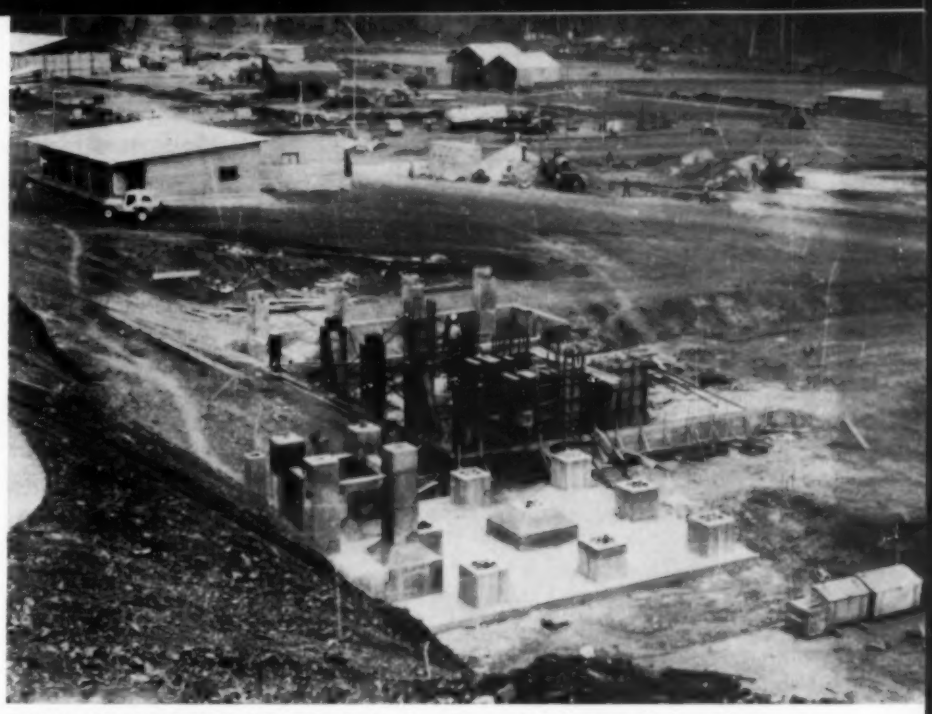
Pickands Mather of Cleveland, Ohio has just publicly announced favorable assays that could encourage it to go ahead with a $200 million investment opening up a new iron ore field. In addition to ore facilities, a large thermal power plant would be needed and the Ivorian Government would like a multi-purpose railroad built in the west as part of the project. Esso and European partners are currently negotiating for an offshore oil concession. Ivorian authorities are looking for foreign capital to develop a large wood pulp industry in the Southwest. Foreign investors are also sought for semi-manufactures or labor-intensive assembly of electronic or like components to take advantage of low labor costs. (For example, a German firm will shortly begin manufacturing winter outerwear in Ivory Coast for sale in Europe.) American emphasis on training local employees and management to run overseas business operations will be responsive to the Government's interest in promoting Africanization and may make American investors one up on their competitors.

Investment incentives

New foreign investment meeting criteria for "priority" status is entitled to special tax benefits and other advantages. While "priority status" may not in theory confer monopoly advantages, in practice it is not easily obtainable by a second investor in a given sector. Higher operating costs may therefore make the second investment non-competitive. It is also likely that the Government will be more restrictive in conferring "priority status"—and thus losing tax revenue—as development priorities are progressively satisfied by new investment.

A double taxation treaty is under negotiation with the United States.

Several American banks—Bankers' Trust, First National City Bank, Morgan Guaranty, and Bank of America—are shareholders in the commercial banks in Abidjan. Chase International Investment Corp. and Lazard Freres New York are shareholders in BIDI (Ivorian Industrial Development Bank). Bank of America has a resident representative.



TWO MAJOR DEVELOPMENT PROJECTS—the Bandama Dam and development of the southwest—are ventures that may pay off in dynamic development. Above, the foundation of a future plant at Bandama.

While 1969 will be a good year for foreign trade, results will not be up to 1968's recordbreaking trade surplus of nearly $100 million. At the end of June the trade surplus was only $37 million, well below the figure for June 1968. More significantly, it was unchanged from May, and in June the more rapid rise in imports (up 15%) than in exports (up 9%) since the beginning of the year culminated in an excess of imports over exports.

Customs revenue showed only a slight increase in July, indicating that the trade picture remained unchanged through July (trade data not yet available), and that imports, on which the bulk of customs revenue is collected, remained at a high level. (Customs revenue through July was, however, still 9.8% higher than end-July 1968.)

Export earnings for the second half of the year will benefit from the increase in world price for Robusta coffee since July and the resultant increase in Ivory Coast's export quota. Tropical wood exports—the country's No. 2 moneymaker—contributed heavily to the export performance during the first half of the year; continued high volume of sales is expected.

However, trouble may come from imports, not only if the higher rate of import persists but also because of the higher cost of many imports following last July's devaluation of the CFA Franc.

Devaluation of its currency in the wake of French franc devaluation was the price Ivory Coast had to pay for membership in the franc monetary zone. Devaluation has brought far more minuses than pluses. Demand for major Ivorian export items is relatively inelastic and lower CFA Franc prices resulting from devaluation will not mean greatly increased sales. However, raw materials and equipment items ordered elsewhere than from France now cost more.

Holding line on prices

The Government's main preoccupation is to hold the lines on prices, and notably those affecting African cost of living. The African retail price index has continued its sharp rise into 1969. Since the parity of the French franc and the CFA Franc was unchanged, Ivory Coast is partly cushioned against the price effects of devaluation so long as prices remain stable in France, which supplied half of Ivorian imports in 1968.

But local importers are already seeing French prices edge upwards. Prices or profit margins, at the Government's discretion, are now frozen. Case-by-case processing of exceptions, enabling the importers to pass on the higher cost of imports from devaluation, has proceeded slowly. As a result, there has been a squeeze on profits in certain sectors, compounding difficulties stemming from slack business activity that has persisted from the end of 1968.

As the coffee crop goes, so goes Ivory

Coast's domestic economy. As a result of last year's poor crop, sales and profits have suffered. Sale of diesel fuel—one of the most sensitive of local indicators—was down 29% in the first quarter of 1969 and new vehicle registrations down 30%. (Less money from coffee in the African economy may also explain higher prices asked by growers of subsistence crops that have been mainly responsible for the increase in the African retail price index.) Credit outstanding was also at an unseasonally high volume early in the year. Business is expected to pick up rapidly, however, with good coffee and cocoa crops forecast for this year. Guaranteed prices paid for the crops have also just been increased, which will pump $10 million more in spending power into the economy.

Uninterrupted rise in output

There has been no let-up in Ivorian industrial expansion, which has been a boon to certain other sectors such as the building trades and local equipment suppliers. A string of new factories is going up on newly reclaimed land in the Vridi industrial area, among them a small cold rolling mill, a large plant for processing of oleaginous products and a Japanese vehicle maintenance plant.

Nearby port facilities are to be expanded. A 7-Up bottling plant has gone into production. On the outskirts of Abidjan a large, modern factory for manufacture of Dutch wax cotton-print goes into production soon.

The textile industry has spearheaded industrial expansion. Production (mainly printed cotton cloth) jumped 40% from 1967 and totaled $60 million in 1968. Next is the food processing industry, for which production rose 24% in 1968 to $80 million. In this sector, a large new macaroni, biscuit, and candy factory is under construction and a new pineapple cannery planned.

All told, the value of Ivorian industrial output since 1960, year of independence, has increased fivefold. In 1968, total turnover in industry (excluding building trades, public works, garages and other repair facilities) is reported to have amounted to $260 million.

Agricultural diversification

Alongside industrial expansion, agricultural diversification and regional development shape the longer-term trend of the Ivorian economy. Diversification of agriculture to lessen the economy's dependence on coffee and cocoa remains a priority objective. Heavy public investment in oil palm, assisted by EEC aid and a recent $17 million World Bank loan, promises continued expansion of plantations already covering more than 40,000 hectares.

By 1975, palm oil production will reach 125,000 tons annually, of which 80,000 tons will be exported (plus 31,000 tons of palm kernels). Expansion of cocoa production is programmed. More plantings of natural rubber are likely.

Rice production in a few years has reached 300,000 tons (paddy equivalent), though faster-rising consumption has pushed back the goal of self-sufficiency by 1970. (This year's crop suffered from drought conditions in certain of the growing areas.) Cotton production and ginning facilities developed in the north supply part of the local market and cotton and cotton seeds are exported. Both rice and cotton have brought new revenue to the poorer regions of the country.

Nearly $110 million in new investment in agriculture for the years 1969-71 is reportedly proposed in pending legislation.

Development burdens finances

Two major development projects hold out promise for dynamic regional development in the seventies—but also some risk for the country's finances. The capital costs of the Bandama hydroelectric project (partly financed under an Export Import Bank loan) and development of the virgin Southwest region around the port of San Pedro now under construction are already heavily burdening Ivorian finances. The two projects alone account for 30% of this year's $99 million Special Investment Budget, and have forced economizing to be made elsewhere as development priorities are reassessed.

Costs of resettlement of the population displaced by the Bandama project and financing development of the Bandama region and the Southwest could be heavy, depending on how much the Government wants to do and how fast it wants to do it. Despite a significant increase in external debt in 1968, there will be no difficulty in handling presently foreseeable debt-servicing when it peaks in the mid-seventies. But the burden of development financing will bear close watching if the related costs of the Bandama or San Pedro projects escalate sharply in the meantime. Also, no details are yet known on what the Government's contribution to capital costs of the multi-million dollar Riviera project will be or what the timetable is.

Africanization and Ivorianization

Pressures are becoming stronger from below for more and faster Africanization of the public and private sectors; the modern economy in particular is still very heavily dependent on expatriate (mainly French) managerial and technical skills. At the same time pressures are being brought to bear by the unemployed for Ivorianization, favoring Ivorians in job placement at the expense of the foreign Africans who comprise nearly one-fourth of the country's population.

A wage increase for workers in both the public and private sectors has just been promised. The starting wage for manual labor is now nearly 20¢ an hour. The wage scale for European labor (plus fringe benefits) is much higher.

Modern Abidjan plans for 1980

The new high-rise buildings that are changing the Abidjan skyline are evidence of the Ivory Coast economic boom. City planners have just unveiled plans for the Abidjan of 1980, when population will reach one million; it's as different from the Abidjan of today as the present city is from that of ten or even only five years ago.

Later this month modern Abidjan comes of age as it plays host to over a thousand delegates to the international convention of Skal clubs (national tourist organizations). Few other tropical African countries would have the hotel and other facilities.

Delegates will see the luxurious Intercontinental-operated Hotel Ivoire, tropical Africa's largest (459 rooms); its 30-story tower annex is now in service, the gambling casino nears completion, and the ice-skating rink is under construction.

Agreement has just been announced with Israeli interests for a multi-million dollar development—the "Ivorian Riviera" project—for building a tourist playground along the lagoon near the Hotel Ivoire. Other tourism potential is being exploited. New, air-conditioned hotels dot the interior. Motel-like tourist camps are springing up along the coast, one of them a 150-room development planned at Assini, just over the border from the Ghanaian town with the picturesque name of Half Assini.

A big gain from tourist earnings in the seventies would be a major boost for an already strong young economy.

STABILITY DRIVE DESCRIBED

France takes strong steps

New Government sets specific targets in effort to get economy back in balance

Following last summer's devaluation of the franc, the French Government has taken strong measures to restore stability to the economy.

The Economic Trends Report from the U.S. Embassy in Paris says the Government's program aims for equilibrium in three areas: achieving a balance in the Government's cash balance by January; balancing supply and demand in the economy by next March; and attaining a balance in foreign trade by July.

To promote achievement of these goals, the government has taken several steps since September to put into effect a stabilization program of fairly classic design. Its main elements can be summarized as follows:

The originally expected budget deficit of about 6.5 billion francs for 1969 has been reduced to between 4 and 5 billion. This will be achieved mainly through acceleration of corporate income tax payments, increased collection of customs duties resulting from a higher than planned level of imports, and through a freeze on certain expenditures during the rest of this year. In addition, in an action taken to help relieve the pressure of demand, the 1969 special tax credit on investment goods purchases was amended to exclude goods ordered after Sept. 3.

The 1970 budget bill, submitted to Parliament in October, projects an overall symbolic surplus of about 100 million francs. Total outlays will rise to about 162.1 billion francs, an increase of about 6.2% over the original 1969 budget proposals (compared with estimated growth next year in gross domestic product of about 8.8% in current prices). The balance will come mainly from a reduction in the growth of expenditures rather than the imposition of new taxes. Indeed, certain modifications have been introduced in the rate structures of both the personal income and value-added (TVA) tax systems whose effect is to reduce somewhat the 1970 revenues from what they would have been in the absence of these changes.

As regards the TVA, the bill simplifies the method of calculating the tax and slightly reduces the effective rates. The new rates, scheduled to go into effect on Jan. 1, will thus be (in percent, with currently effective comparable rates in parentheses): 7.5 (7.526); 17.6 (17.647); 23 (23.456); and 33.3 (33.333). The new rates will also be charged on imports, thus reducing slightly the border tax adjustments on imports into France.

Exports are forecast to grow by 13.6% in volume to all areas and by 14.8% to foreign currency areas. Imports, on the contrary, are expected to flatten out, increasing by only 3% in total and 3.2% from non-franc area sources. The import price deflator, reflecting the full effect of devaluation, will be up by 5.4%. The devaluation effect will also be felt on French export prices, which are forecast to rise by 5% over 1969 levels. The effect of these estimates would be to transform a 1969 deficit of around $2 billion into a 1970 surplus of about $500 million.

Impact of devaluation

The French have calculated that the mechanical effects of devaluation are expected to entail a net advantage to French exports of about 5%, and that imports, on the average, will be about 5.5% more expensive.

However, these effects are likely to vary greatly as regards individual products or categories. To give some examples: machinery and equipment exports to France may benefit slightly vis-a-vis German competition, as well as from a fairly sustained level of demand, though the latter will probably not be as vigorous as this year. In this, as in many other areas, it is especially important that U.S. prices be held; chemical products may well feel a severe price pinch, and the devaluation could therefore stimulate companies to accelerate movement into direct investment in France; U.S. automobiles are considered a luxury in France and the volume of demand for them will probably not be affected. However, the combination of franc devaluation and mark revaluation will probably cut severely into French imports of autos produced by American subsidiaries in Germany.

The Paris Trade Center was officially opened on Nov. 17. (See story in Dec. 1 issue of INTERNATIONAL COMMERCE, p. 4). The Center's first show was devoted to the latest in laser equipment from the United States. The Center is located in the Paris suburb of Neuilly-sur-Seine and, in addition to offering space for trade shows and continuing information about American products for export, it also provides space for the Paris office of the U.S. Travel Service.

The opening comes at a particularly appropriate moment despite the current business cycle environment. For, in addition to proclaiming the early restoration of economic equilibrium as a national priority, the French Government, notably in a major policy speech in September by Prime Minister Jacques Chaban-Delmas, has also committed itself to a longer-term objective of restructuring the French economy toward a new industrial society. This undertaking, which is to be defined in specific terms in the Sixth French Economic Plan (due for final adoption in the fall of 1970), implies a

Effects on U.S. trade

While it is too early to point to any concrete evidence of the effect of the franc devaluation on French-U.S. trade, some general observations about its probable effects are possible. The French Government is predicting a significant leveling off of imports as a whole in 1970, and total U.S. exports to France next year may also taper off.

However, since the major components of U.S. exports to France are in the capital rather than consumer goods area, the depressive effect may be somewhat less on U.S. exports than on those of France's closer European neighbors. This should be especially true as regards Germany, where the revaluation has probably given U.S. competitors in the French market something like an average of about 5% net price advantage over the situation which prevailed in September.

major modernization effort over the coming decade.

American industry, with its advanced, high technology capital goods production, can make a significant contribution to this process.

American exporters interested in showing their products in France are assured that the new Trade Center is not intended to be a substitute for continued U.S. participation in French shows. The Embassy will use the new Trade Center to complement this participation, and thus expects to extend the opportunities and presence of U.S. exporters by the additional shows it organizes in the Trade Center.

Major moves are listed

Several important monetary policy decisions have been taken over the past few months. These include:

► The Bank of France discount rate was raised to a post-war high of 8% in October. Concurrently, the rate on advances against securities rose from 8.5 to 9.5%;

► The floor on mandatory minimum bank holdings of medium term paper was raised and the criterion for rediscounting medium term loans for investment was tightened to allow banks to rediscount only the two nearest annual maturities (instead of three as was the case before);

► Quantitative limits on bank lending were extended to cover previously exempted operations. In addition, the government has announced the extension of these controls through the first six months of next year; and

► Consumer credit conditions were considerably tightened in late August. Until Jan. 31, 1970, down payment requirements were increased from 30 to 50% for autos and to 40% for most other consumer durables (radios and two-wheeled vehicles remain at 30% and television sets at 20%). Repayment periods were reduced to 15 months for consumer durables other than radios, two-wheeled vehicles and TV sets, which are fixed at 18 months.

Prices were, by and large, frozen at pre-devaluation levels until Sept. 15, when the freeze was removed and the more usual system of supervised freedom was brought back into play. This involves an elaborate system of contractual arrangements between government and producers/sellers concerning the maintenance of agreed prices or markup margins as well as procedures for raising prices when necessary. Virtually all French industrial products are covered by this system as well as a significant percentage of French retail outlets. The surveillance system is not as effective as the government would like in respect to small retail and service outlets, where price discipline is traditionally most lax.

While the government appears to be generally satisfied with price performance to date, it should be noted that, due to the mode of operation of the price contract system, many of the price increase effects which could be expected from devaluation may well be spread out over the remaining months of this year. Thus, the September result (an increase of 0.5%) probably does not fully reflect the eventual effect of devaluation on French retail prices.

Special agricultural measures

Due to the operation of the Common Market's Common Agricultural Policy system, in which support prices for agricultural products are fixed in terms of a unit of account (in practice equal to one U.S. dollar), the normal effect of a franc devaluation would have been to raise support prices to French farmers denominated in francs. This would probably have resulted in a sharp increase in French food prices domestically, an eventuality which the government strongly wished to avoid in the generally overheated environment.

Thus, the French sought and obtained from their Common Market partners agreement to spread the increase in franc support prices over the next two crop years. Half of the increase will occur next year after the harvests and the other half will become effective in 1971. The impact of this arrangement is expected to be only marginal on French food prices in 1970 (less than 1% at the retail level).

The rapid and successful realization of the objectives defined in the stabilization program is essential to France's early return to a more normal pattern of growth and the removal of the controls which it continues to maintain on external transactions as well as domestic credit. French policy makers have emphasized their determination to carry out their stabilization effort without compromising their commitment to a liberal trade policy.

Early easing unlikely

While no early end to exchange controls is in sight at present, the return of a better balance on external account, and specifically in French trade with non-franc area countries, would be the necessary condition for a relaxation in the controls, which are a source of annoyance and dissatisfaction to virtually everyone in France who deals in foreign transactions.

With the publication of the annual Economic and Financial Report in October, the government offered its estimates of economic performance in 1969. These estimates show the extent to which the economy has been overheating and the need for the stabilization effort outlined above. Total growth in 1969 is estimated at 8.6% in volume and 15.4% in value over 1968. Though government contributed to the development of excess demand by running a fairly heavy deficit, the main sources of pressure came primarily from demand for investment goods by private industry and secondarily from expanded consumer purchases.

Consumer spending increased by 14.5% in current prices, a figure which was about 1.5% higher than the year's expected increase in disposable personal income. As noted above, the difference was made up by a decrease in the normal rate of personal savings, and reflects the pervasive inflationary psychology as well as fears about the value of the currency which led people to buy goods rather than hold money.

The same impulse seemed to move enterprises to buy new plant and equipment in large amounts during the year,

THE LATEST INNOVATIONS in electronic components and audio equipment were displayed in Paris last spring by 1,076 exhibitors from 22 countries. The show drew 170,000 visitors. Questioning an IBM computer is Alexander J. Davit, Commercial Counselor of the U.S. Embassy in Paris, second from right.

Detailed market analysis is available

Several studies in the International Marketing Information Service deal with the market for specific products in France. They include:

Country Market Digest (IMIS 69-12) lists the 17 products with top sales prospects in the French market.

Exhibitor's Export Market Guides on Laser Equipment (IMIS 69-53), Electronic Indicating Production Equipment (IMIS 69-65), Printing and Bookbinding Equipment (IMIS 69-75), and Instrumentation and Automation Equipment (IMIS 69-82).

World Markets for U.S. Exports reports dealing with Electronic Data Processing Equipment (IMIS 69-117), Laundry and Dry Cleaning Equipment (IMIS 69-118), Pumping Equipment and Parts (IMIS 69-120), Toys and Games (IMIS 69-122) and Food Processing and Packaging Equipment (IMIS 69-124).

IMIS reports can be ordered for ten cents apiece from the Sales and Distribution Branch, Room 2119, U.S. Department of Commerce, Washington, D.C., or from any of the Commerce Department's 42 Field Offices.

both to increase capacity in response to the heavy consumer demand and to avoid paying higher prices later. Purchases by private enterprises led this spurt, rising by 15.3% in volume and 21.8% in value. Outlays by public administrations and government-owned enterprises rose by substantially less than those of the private sector; but the overall increase in investment for the economy as a whole was still a hefty 9.5% in volume and 15.7% in current prices.

Growth rate has slowed

While these figures are striking evidence of the fact that 1969 demand has been up substantially over 1968, they tend to mask the fact that real economic activity, especially in industry, will not have grown by very much during the year. For example, though 1969 industrial production is expected to show an average increase over 1968 of about 12%, growth from the beginning to the end of the year is expected to be only about 2%, since industrial output at the beginning of 1969 was running almost 10% higher than the average for 1968. The figures show that the economy quickly reached the effective limits of its real output capacity early in the year and has been bumping along this very gradually rising ceiling during succeeding months.

The limits of capacity are only partially related to a lack of physical plant. In addition to this element (which 1969's high rate of investment goods purchases is rapidly alleviating), France has been experiencing a severe and continuing shortage of skilled manpower during most of the year. A third restraining factor has also developed recently in the form of a tightening of company financial situations. In October, for instance, a businessmen's survey showed that the portion of those citing financial difficulties as a major restraining factor on investment or sales had risen to 50%, a figure equivalent to the exceptional results of May-June 1968 and the highest such figure for a normal month since 1958.

The domestic overheating is also evident in the estimates for foreign trade growth in 1969. Imports from non-franc area sources are expected to rise by 23.6% in volume over 1968. Exports to these areas, estimated at 17.9%, are also up substantially, but the remaining discrepancy will still produce a heavy trade deficit for the year. This has been running recently at around $200 million per month (estimated on the basis of imports c.i.f. and exports f.o.b.).

Forecasts for 1970

Economics Minister Giscard d'Estaing recently told the National Assembly that France should expect to see a monthly deficit in the non-franc area trade continue on this order of magnitude through the rest of 1969.

The Economic and Financial Report also offers the government's first estimates for economic performance in 1970. Gross domestic product (GDP) is forecast to grow by 4% in real terms, and 8.8% in value. Within this aggregate, industrial production is expected to grow by an average of 4.5% over 1969. Referring again to the problem of interpreting averages noted above, if the estimate of about 2% growth during 1969 is correct, it implies that real industrial output will rise during 1970 by around 6%. It also suggests that, as a result of a general cooling-off in the economy plus the coming-on-line of new equipment purchased this year, the 1969 capacity bottlenecks will be progressively reduced.

Among the components of GDP, it is expected that, again, investment will lead the economy in its growth movement, while the reduction forecast in personal consumption expenditures will be compensated by a continuing (though, in relation to 1969, moderating) high rate of growth in exports. Total investment is projected to rise by 5.5% in volume, but investment purchases by private enterprises will increase by 7.8% over the very high level reached this year.

On the other hand, growth in personal consumption will be reduced to 3.5% in volume. The consumer price index, after rising by about 6% this year, will decelerate to an annual rise of only 4% in 1970.

In presenting the 1970 budget bill to the National Assembly, Economics Minister Giscard d'Estaing emphasized the government's determination to make economic and financial recovery a national priority. He warned that the alternative to the achievement of the objectives of equilibrium and especially balance in the foreign trade account is not a new devalution but, rather, a deep and prolonged deflation. He made it clear that the government was confident the program would result in the realization of the objectives defined within the period fixed for them, and stated that in certain areas encouraging signs were already showing up. It seems clear that the program, as outlined above, is the one the government has staked its chances on, and that it will be vigorously implemented over the coming months.

Eximbank helps Mexico buy 8 U.S. diesel locomotives

A $5.4 million Eximbank credit will help finance the purchase of U.S.-made locomotives, signaling and maintenance equipment for the Government-owned Mexican railway systems.

End-users of the equipment will be the National Railways and the Pacific Railways. At present, National Railways has a fleet of 819 diesel electric locomotives, and the Pacific Railways has 89. The new Eximbank credit will include purchase of four additional diesel electric locomotives for each.

Prior to this current credit, Eximbank had authorized 17 loans to Nacional Financiera totaling $278.5 million for the development and rehabilitation of the railroads. The credit is to be repaid in 16 semiannual installments beginning in August 1971, with an annual interest rate of 6% on outstanding balances. The loan is to be guaranteed by United Mexican States.

World tourism seen breaking two-year slump

OECD reports makes first try at assessing accommodations

International tourism, at least in the 22 countries of the Organization for Economic Cooperation and Development, seems to have broken out of its two-year slump during 1969. This is one of the main conclusions of the latest annual report on "Tourism in OECD Member Countries."

This year the report attempts for the first time to assess systematically total accommodations for the period 1956-68. The figures must be interpreted with caution, however, especially in view of the wide variety of definitions from country to country. More generally, this first attempt at an assessment has shown even more clearly the need for tourism statistics that are as exact and complete as possible and internationally comparable.

Available 1969 data indicate a general upswing throughout the OECD nations, as indicated in a preliminary announcement released in July (this earlier report was summarized in the Sept. 22 issue of INTERNATIONAL COMMERCE). In Europe, for the first five or six months of 1969, the increase over the corresponding 1968 period in the total number of foreign visitors arriving at frontiers varied from 8% in Yugoslavia to 27% in the United Kingdom. Tourists from Germany showed a particularly striking increase.

U.S. visitors up 13%

In the United States, the total number of visitors from overseas rose by 13% in the first six months of 1969. In Canada, on the other hand, overseas visitors increased by only 1%, while in Japan they increased by 22%.

There is also a wide variance in tourism's overall impact on an economy, as indicated in 1968 figures which show that whereas receipts from tourists accounted for only 0.7% of the GNP for all members, they made up a very significant 6.2% of Ireland's GNP. The figures for Austria were 5.8% of GNP; Portugal, 5.6%; Spain, 4.2% and Switzerland, 3.7%. Conversely, tourism only accounted for 0.1% of the Japanese GNP; 0.2% for the United States; 0.5% for Sweden and 0.7% for Germany.

Total world-wide tourist receipts in 1968 were on the order of $14.4 billion, $8.1 billion of which went to the European OECD member countries, $2.7 billion to the United States and Canada, and $126 million to Japan.

International tourism receipts at current prices for all OECD member countries increased by 168% between 1958 and 1967, while exports of goods and services increased by 112% and the GNP by 91% during the same period. Between 1958 and 1967 tourist receipts in foreign currency increased eight times faster than GNP in Spain and Portugal and five times faster in Finland.

Compared with previous years there was a slight but continuing decline in the OECD member countries' share of total international tourism, which fell from 84% in 1964 to 81% in 1968. This trend shows that non-OECD countries are benefiting increasingly from international tourist movements.

Pakistan liberalizes imports of some iron and steel items

Pakistan has announced that it will allow additional imports of some iron and steel products under cash-cum-bonus arrangements for the remainder of the July-December 1969 licensing period. Excluded from the liberalization are those iron and steel items imported through the Trading Corporation of Pakistan (TCP), including pig iron, steel billets and steel strips.

Under the new ruling, industrial consumers can now obtain licenses up to 100% of their entitlement, as against the previous limit of 50% for permissible items except nail wire, which is importable only at the rate of 10% in East Pakistan and 25% in West Pakistan. Commercial importers of Free List iron and steel items will be eligible for licenses under cash-cum-bonus in amounts dependent on their previous levels of iron and steel imports.

The Overseas Business Report (OBR 68-16, *Foreign Trade Regulations of Pakistan*) provides basic information on licensing policy, while the current import policy is described in detail in INTERNATIONAL COMMERCE, July 28.

France will remit half of corporate tax to U.S. shareholders

The U.S. Treasury Department has announced that the French Government has agreed to grant American shareholders with portfolio investments in French companies a cash refund of one-half the French tax collected at the corporate level. This payment is similar to the tax credit now granted to French shareholders in French corporations.

The new rule will not apply to a U.S. corporation which owns 10% or more of the stock of the paying French corporation.

The contemplated change in the French tax treatment of American shareholders will be incorporated in a modification of the existing income tax convention between France and the United States and is to be submitted to the U.S. Senate for advice and consent to ratification. The effective date is expected to be Jan. 1, 1970.

An example of the change in tax treatment of U.S. shareholders follows: Under French law, a corporation with profits of $200 would pay a 50% corporate tax of $100. If a French corporation declares a $100 dividend payable to a U.S. shareholder, the shareholder receives the $100 from the corporation plus $50 from the French Government, or a total of $150, less the French withholding tax (set by treaty at 15%) on the gross amount ($150 x 15% = $22.50).

U.S. tax effect

For U.S. tax purposes, the American shareholder who receives a $100 dividend plus a $50 refund must include the full $150 in his gross income and is entitled to a credit against his U.S. tax for the amount of French withholding tax on the gross amount—$22.50 in the example above. At present the U.S. shareholder receives $100 less $15 French withholding tax and includes the $100 dividend in his taxable income. He claims a $15 credit with respect to that amount.

Upon enactment of the Interest Equalization Tax Extension Act of 1969, that tax will continue to be applicable to the acquisition of French portfolio securities by U.S. persons.

World Bank loan to buy needed imports to expand University of Zambia

A World Bank loan of $5.3 million will help Zambia pay for imports of goods and services needed to expand the national university. The funds will be used for new buildings and additional equipment for the Schools of Education and of Engineering at the University of Zambia and the provision of student hostels to accommodate part of the steadily increasing enrollment.

At the School of Engineering funds will be used to finance the addition of two lecture rooms, 10 laboratories, 8 seminar rooms and 33 staff offices. The Government plans to revise the curricula and detailed syllabi of the School of Engineering within the next year in order to relate them more directly to the industrial aspects of engineering. The School of Education will be provided with a lecture theater, a language laboratory, an educational TV studio, 10 special teaching spaces, 6 seminar rooms and 30 staff offices.

The majority of students at the University require residential accommodation because only a small proportion come from Lusaka where the University is situated. The project, therefore, also includes the construction and furnishing of hostels for 960 additional students and staff.

All imports paid for with World Bank funds must be procured through international competitive bidding.

Qatar requires special handling for food imports

The Department of Medical Services of Public Health of the Government of Qatar continues to impose special regulations on imports of food products packed in textile bags and shipped by sea.

The exporter must ensure that the products are stowed aboard the vessel so as to avoid contamination. The food must also be shipped directly to Doha; that is, it may not be offloaded, at any time, before the ship reaches Doha.

The following information should be written on each bag: country of origin, name and address of the exporter, name and kind of the contents, net weight of the container, date of packing (day, month and year), name and address of the consignee, and the words "Stow Away from Chemical Materials."

The regulations are particularly enforced against shipments of flour.

Canada curtails 90% of DDT use

Prime Minister announces new measures in House of Commons

Canada's Prime Minister Trudeau announced in the House of Commons on Nov. 3 that after Jan. 1, 1970, DDT will not be registered for insect and biting fly control in forests, parks, and other outdoor areas except under emergency situations and only after careful consultation between federal and provincial interdepartment committees.

In addition, whereas in 1969 DDT was registered for the control of insects on 62 food crops, in 1970 registration will be granted under the Pest Control Products Act for use on only twelve agricultural crops. These are apples, strawberries, raspberries, blackberries, red beets, turnips, celery, radishes, sugar beets, rapeseed, mustard and tobacco.

The Prime Minister stated that all these actions will reduce the amount of DDT used in Canada by an estimated 90%. The remaining uses of DDT will be retained until practical, safe replacement compounds or other protective measures are available.

Along with the revised use pattern, Canada, under the Food and Drugs Act, reduced the tolerance for DDT from seven parts per million to one part per million for 61 common vegetables and fruits such as beans, carrots, corn, lettuce, peas, tomatoes, strawberries and all citrus fruits. For apples, pears and celery, the DDT tolerance will be reduced to three and a half parts per million.

The only tolerance for DDT that will remain unchanged at seven parts per million is for the fat of the meat of cattle, hogs and sheep. This tolerance will be further reduced or eliminated when practical replacement compounds are available. There are no tolerances for DDT in potatoes and no tolerances for any pesticide residues in eggs, fish, milk, butter, cheese, ice cream and other dairy products.

Two years ago Canada discontinued the use of DDT in the protection of forests. In 1968 its use was eliminated in National Parks and by 1969 it was no longer in aerial use by the Armed Forces.

The Prime Minister said that there was no evidence that present levels of DDT in the Canadian diet have caused injury to humans but because of its persistence, its bad effects on wildlife and lack of clear-cut evidence as to its long-term effects on man, the Canadian Government was curtailing its use through the Minister of Agriculture, who administers the Pest Control Act, and the Minister of National Health and Welfare, who administers the Food and Drugs Act.

Canada also phasing out use of cyclamates in diet food

The use of cyclamates and the sale of products containing cyclamates is being phased out in Canada beginning Nov. 30, according to the Canadian Government. The following schedule has been established: dietetic soft drinks and mixes—Nov. 30, 1969; dietetic jams, jellies, desserts and ice cream—Apr. 1, 1970; pediatric drugs—June 1, 1970; and dietetic canned fruits—Sept. 1, 1970.

As approximately 80% of the cyclamates now used in Canada are in dietetic soft drinks and mixes, these are to be phased out first. Dietetic jams, jellies, desserts and ice cream are used mainly in the diets of diabetics and persons undergoing medical treatment. It was therefore decided to allow sufficient time for their diets to be modified and the persons to adjust to new diets. In selecting Apr. 1, 1970, the Minister of National Health and Welfare also considered the longer time involved in the manufacture of these dietetic foods. These were also the Minister's reasons for deciding on the date of Sept. 1, 1970, for canned fruits, together with the fact that the 1970 crop will not be available until that date.

In his announcement, the Minister emphasized that the danger to humans from cyclamates is undoubtedly very small. Nevertheless, he felt it essential that the Government of Canada follow a course of action that affords the greatest protection to the health of the Canadian public.

Israel to cut import tariffs

Israel has embarked on a six-year plan to reduce tariffs on Jan. 1 of each year until 1975. An average 5% cut will become effective Jan. 1, 1970 on 400 tariff items, including metal products; electrical appliances; household goods; automobile parts; textiles and clothing; foot; paper; timber; and chemical, rubber and plastic products.

Opportunities for U.S. manufacturers offered by firms in Europe and Peru

Products include veterinary serum, pumps for ready-mixed concrete, heating equipment, planishing machine for band saws

Opportunities for licensing arrangements or joint ventures are currently offered by seven firms in Germany, Switzerland, and Peru.

Being offered to U.S. manufacturers are a stamping process of working strip material, veterinary serums and pharmaceuticals, truck-mounted pumps for ready mixed concrete, heating equipment, toilet fixtures, and a planishing machine for band saws.

For additional information and the name and address of the firm, **write:** Office of International Investment, BIC-874, U.S. Department of Commerce, Washington, D.C. 20230, referring to the appropriate file number assigned each opportunity, as listed below:

► A German manufacturer of eyelets has developed and patented a stamping process of working strip material that reportedly has little waste and at the same time achieves a large depth of draw.

The firm is interested in locating a U.S. user for the process in exchange for a license or lump sum payment arrangement.

The working of the piece of strip involves the simultaneous drawing of cups from the strip by means of punches located next to one another in a straight row.

The stamped items could include platelets, round blanks, washers, coins, metal stamps, cups, caps, buttons, rings, hollow rivets, shells, cartridge cases, and many other articles stamped out of metal or plastic. **File 1828.**

► A well-established German firm seeks a U.S. licensee for manufacturing veterinary serums and vaccines, such as for birds, poultry, cattle, hog rabies; and pharmaceuticals and medical preparations for human use (injectables, tablets, liquids, ointments).

The firm reports that its products have been sold with good success in several European countries and outside of Europe. They would also be interested in manufacturing U.S. products in their German plant. **File 1829.**

► A German firm would like joint venture or licensing arrangements to have its truck-mounted concrete pumping pumps manufactured and sold in the United States.

Reportedly, the pumps are of a simple sturdy construction, designed for economical pumping of ready mixed concrete. Due to a variable control system, the pump's output ranges to 130 cu. yd. per hour. The machine can easily be adapted to different building site conditions. The concrete can be carefully poured into narrow forms, using a very low pump output; or stiff and coarse concrete for larger foundations can be poured using the full output of the pump.

The company states their pumps are smaller, lighter, and easier to handle than pumps presently on the market. **File 1830.**

Investment Assistance

To receive follow up assistance and general information about investment abroad telephone: 202-967-3786 or write: Office of International Investment, Department of Commerce (BIC-878), Washington, D.C. 20230. "P" numbers should be used when writing about specific proposals.

WTD indicates that a World Trade Directory Report containing financial and business background information on the foreign firm is available for $2 from the Department of Commerce (BIC-924), Washington D.C. 20230 or the nearest Department of Commerce Field Office.

The licensing and joint-venture proposals listed in this section are published as an informational service for U.S. firms interested in overseas affiliations. Companies responding to these opportunities should be cognizant of the present mandatory investment regulations administered by the Office of Foreign Direct Investments, U.S. Department of Commerce, Washington, D.C. 20230.

► A large and well known German manufacturer is interested in granting license arrangements to U.S. manufacturers to make pressureless water softening units for steam cleaners and similar equipment.

The units, which can be incorporated into already installed equipment, work on the ion exchange principle. The softening agent reportedly can be regenerated with NaCl within 45 minutes. **File 1831.**

► Manufacturing rights are offered to U.S. manufacturers for a combined water closet, bidet, and warm air dryer. The apparatus is controlled by a foot pedal in the base of the pedestal. Temperature of the water is controlled automatically by a built-in thermostat.

The unit reportedly has been introduced with success in Switzerland and most other European countries. **File 1832.**

► A Swiss firm offers to license the manufacturing of a planishing machine for band saws. The planishing operation is necessary in band saw maintenance to prevent "pull" of the band which in most maintenance efforts has to be carried out manually.

The machine is electrically operated, fully automatic and considerably reduces the cost and time used for band saw maintenance. The band saw is laid on the planishing table and passed one or several times through the machine according to its state. After the planishing operation, the saw should have no distortions of more than 5/100 millimeters. Overall dimensions of the machine: length 27½ inches, width 33½ inches, height 17¾ inches, and gross weight 496 pounds. **File 1833.**

► A retired businessman in Lima, Peru, has invented a special type inlet valve for flush tanks. The invention is patented in the United States, according to the inventor, who claims that because the valve closes from the inside it cannot leak—as pressure builds up behind the valve in the pipes.

The inventor is now planning to have the product manufactured in the United States. **File 1533-R.**

U.K. firm wants license to make plastic moldings

A British manufacturer of all types of plastic injection moldings seeks a license. The firm claims to have good connections with the British automotive, building and engineering industries.

Write: Monobond, Limited, P.O. Box 1, Ilkley, Yorkshire, England. WTD. **P-70313.**

Asian Development Bank makes two loans to Taiwan aluminum, copper projects

The Asian Development Bank today approved two loans equivalent to $3.82 million for the non-ferrous metal industry of the Republic of China: a $2.67 million loan to the Taiwan Aluminum Corp. (TALCO) will help finance the foreign exchange cost of expanding its aluminum plant; and a $1.15 million loan to the Taiwan Metal Mining Corp. (TMMIC) for its copper fabrication plant project.

TALCO's expansion program calls for an increase in its annual alumina plant capacity from 42,000 metric tons to 76,000 metric tons by next year and its smelting plant capacity from 20,000 metric tons of primary aluminum to 38,000 metric tons per year in 1971.

The Bank loan will be used to finance the construction of a rod and wire mill, a shipping and railway container plant, a pier and bauxite conveying system; the modification of the existing four-high cold strip mill; and the installation of a super-purity aluminum refinery and etched foil plant.

The loan to TMMIC will enable it to establish a copper fabrication plant to manufacture annually 200 metric tons of copper strips, 400 metric tons of brass strips, 1,200 metric tons of copper magnet wires and 36 million pieces of inter-frequency transformer (IFT) shield cans used in transistor radios.

East Pakistan development firm seeks U.S. investors for petrochemical complex

The East Pakistan Industrial Development Corp. (EPIDC) is interested in discussions with potential U.S. investors in a petrochemical complex.

The project, estimated to cost $210 million, would be located at Ashaganj and use natural gas from neighboring fields. Annual production would include 50,000 tons of PVC, 18,000 tons of artificial fibres, 37,000 tons of caustic soda and 320,000 tons of urea primarily for the export market.

The EPIDC is a Government of East Pakistan holding company (not a government agency).

Write: Mr. K. F. Rahman, Director (Planning), East Pakistan Industrial Development Corp., Motijheel Commercial Area, Dacca 2, East Pakistan. **P-70314.**

Yugoslav province tourism officials want U.S. tie-ins

Montenegro plans to build 100,000 hotel rooms in next twenty years

Extensive plans for the development of diversified tourist facilities along the Montenegrin coast of Yugoslavia reveal a strong interest in association with U.S. firms engaged in the tourist industry. Current plans calls for the construction of new hotels containing more than 100,000 rooms in the Montenegrin area in the next twenty years.

Master plans for the largely undeveloped region have now been completed for the areas of Bar and Ulcinj. In conjunction with the proposed hotel and tourist development, various infrastructure improvements are already underway. A new airport at Tivat with a 2,800-meter airstrip and facilities for the new jumbo jets is to be opened in early 1970. The World Bank has recently approved a loan for a modern coastal highway to connect Bar and Ulcinj in time for the 1971 tourist season.

Agricultural development to service coastal tourist areas is also contemplated. An initial project covering 23,000 hectares near the Titograd airport has already begun with the assistance of a United Nations Development Plan grant of $25,000. This effort is ultimately expected to call for some $800 million of investment. The project will provide quality fruit and vegetables at least three weeks before produce is available from other parts of the country.

Write: Zarko Dragovic, Secretary of the Economy, Republic of Montenegro, Titograd, Yugoslavia or Vido Knezevic, Chief of Tourism, Republic of Montenegro, Titograd, Yugoslavia. **P-70318.**

French chemical firm wants U.S. license to expand line

A major French chemical company wants to manufacture and market additional products under licensing and agency agreements with U.S. companies. The French firm's current activities include the production of stearin, soap and aliphatic derivatives, particularly fatty esters. It serves the food, rubber, plastics, cosmetic, paper and printing industries.

Located near Paris, the company maintains extensive warehousing facilities and has 80 sales representatives covering the domestic market.

Write: French Industrial Development Agency, Rockefeller Center, 610 Fifth Ave., New York, N.Y. 10020. **P-70312.**

Revised investment code is issued by Mali Government

The Government of Mali has issued a revised investment code. The most important changes to the 1962 investment code are:

- The designation of desired investment areas;
- An increase in the amount of allowable capital, profit and salary rapatriation;
- Precise indication of the length of the "tax holiday";
- Deletion of a clause requiring assumption of ownership by the Government of special status enterprises after an agreed period; and
- Provision for appointment of an agreed international organization as an arbitrator for disputes between the foreign business and the Mali Government.

These modifications, together with the Mali Government's recent invitations to foreign investors, indicate that the country's new leaders are anxious to encourage the flow of foreign capital to Mali.

A loan copy of an informal English translation of the revised code is available from the Africa Division (BIC-884), U.S. Department of Commerce, Washington, D.C. 20230.

British heating equipment firm desires to diversify

Valor Company, Ltd., one of the world's largest manufacturers of oil heaters, seeks U.S. participation in a venture to make additional products, particularly for the automotive, building and engineering industries.

Through its fifteen subsidiaries, the large British holding company also manufactures gas, radiant and convector heaters and has capabilities in metal stamping, forgings and plastics. It markets its products throughout the world and has approximately 2,000 employees.

Write: The Valor Company, Ltd., 28 South St., London, W.1., England. WTD. **P-70315.**

World Trade Opportunities

Thailand invites bidding on technical equipment

Thailand requests bids for 71 items of electronic and electric measuring and related equipment including milliameters, voltmeters, ammeters, multimeters, tube testers, wave and signal generators, frequency meters, oscilloscopes, T.V. cameras and color receivers, wattmeters, transistor power and bias supply and many more.

The Tender No. is LIVE-12 and the bid deadline is January 15. The project will be financed by a World Bank loan. The bidder may submit quotations for any or all items. Tender documents available from, and bids should be submitted to: Department of Vocational Education, Ministry of Education, Bangkok, Thailand.

A review copy is available for inspection at the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Room 4120, Washington, D.C. 20230 ★(202-967-2939). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

Ghana requests February bids on electrical power items for Akosombo expansion

The Volta River Authority (VRA) invites tenders for the supply and/or installation of the following: 1) Supply 2 each 192,000 HP Francis type turbines and governors; bid deadline January 12. 2) Supply 2 each 85 short ton capacity intake gate hoists and 12 each steel trash rack panels; bid deadline February 2. 3) Supply substation equipment including 1 each 85 MVA transformer, circuit breakers, bus structure and related equipment; bid deadline February 16. 4) A, Installation of equipment described in (1) and (2) and related civil works. B, Installation of 2 each 165 MVA generators, 2 each 180 MVA transformers, steel structures and related electrical equipment to be furnished by VRA. C, Installation of substation equipment described in (3) also supply and installation of other equipment including 10 each 161 KV single circuit steel transmission towers and conductor between Smelter and Volta substations; bid deadline February 16. Tender documents available for $50.00 from Kaiser Engines International (Akosombo Expansion), 300 Lakeside Drive, Oakland, California 94604.

Colombia asks bids on electrical measuring items for substations

Colombia requests bids for the supply, transportation, and installation of electrical measuring equipment such as meters, totalizers, punched tape recorders, and related equipment for the substations of Esmeralda, Yumbo, La Mesa, and Guatape.

The Tender No. is 007 and the bid deadline is 2:30 p.m. Dec. 29. Bids should be submitted to Dr. German Jaramillo Olano, Technical Assistant Manager, Interconexion Electrica S.A. (Electrical Inter-Connection Corp.), Bogota, Colombia.

Tender conditions and specifications, bid forms, price lists, plans, and other data are available at the above address by presenting a deposit slip for 1,000 pesos Colombian currency (16.74 pesos=U.S. $1 as of mid-November) deposited to the account of Interconexion Electrica S.A. in the Main Office of the Banco de Bogota.

South African drug firm seeks American exporters

A South African manufacturer of a pharmaceutical product seeks U.S. exporters to service a world-wide area. "Electrona Powder" or equal, a pharmaceutical product used in the treatment of dehydration and gastroenteritis in juveniles, is made by a South African manufacturer seeking U.S. exporters to market its product in Europe, the Mid-East, South America, the Far East and North Africa.

The manufacturer has expressed a preference for U.S. exporters with branch offices in these areas to promote its product where gastro-enteritis is endemic.

Interested parties should contact G. L. Thomas, South African Consulate General, 655 Madison Ave., New York, N.Y. 10021, citing reference number c30/1, for details.

Thailand will buy six complete slide gates for river project

The Royal Irrigation Dept., c/o Engineering Consultants, Inc., P.O. Box 1010, Bangkok, has issued a tender for the supply of six 1.90 x 3.40 meter outlet high pressure slide gates complete with hoists, controls, conduit linings and accessories. The gates will be installed as part of the Sirikit Dam of the Nan River Project, located approximately 760 kilometers north of Bangkok. Installation will be done by a construction contractor under contract with the Royal Irrigation Dept. Tender No. NR-2-3; bid deadline December 9.

Specifications are available from the above address for $5.00, payable to the Royal Irrigation Dept.

Libya extends bid deadlines on harbor and airport projects

The Central Tenders Board of Libya has announced that the bid deadline on the Tripoli harbor project (Tender No. 1149) has been extended from Oct. 27, 1969 to May 8, 1970, and that the bid deadline for construction of passenger terminals at Idris International Airport, Tripoli (Tender No. 1150), and at Benina International Airport, Benghazi (Tender No. 1151) have both been extended from Oct. 20, 1969 and Nov. 3, 1969 to May 21, 1970. (See INTERNATIONAL COMMERCE of June 23 or *Commerce Business Daily* of June 18.)

Tunisia extends bid deadline

Firms interested in tendering on supplying reinforced concrete pipe and asbestos-cement pipe to the Government of Tunisia (see INTERNATIONAL COMMERCE, Nov. 3, 1969 or *Commerce Business Daily*, Oct. 30) are notified that the bid deadline has been extended from January 6, to January 30, 1970.

U.S. construction firms desired by Singapore

U.S. construction firms are requested to bid on the construction of a 3-story podium and 50-story tower for the Development Bank of Singapore Building, a project expected to cost $3.3 million. Those companies with Southeast Asian experience are especially desired since labor and some materials will come from that market.

Pre-tender notices may be requested from the consulting engineers for this project, Architects Team Three, 37-B Tanglin Road, Singapore 10.

Additional details are available from the Construction and Building Materials Division, BDSA-645, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-3602).

Colombia to prequalify bidders on paving projects

Dr. Bernardo Garces Cordoba, Colombia's Minister of Public Works, has announced that the National Road Fund (Fondo Vial Nacional) agency intends to prequalify all road building contractors who may be interested in its paving program, covering approximately 1,584 (about 1,000 miles) of highways.

Tenders on these projects, for which a World Bank loan has been requested, will be issued during the first quarter of 1970. Each contract will comprise several sections of highway which must be constructed according to the general plan determined by the National Road Fund. The terms of the contracts will vary between 22 and 38 months and will commence during the second half of 1970.

Prequalification documents may be obtained from the Division de Programas y Contratacion of the Ministry of Public Works, Office 317, Bogota, Colombia, or from Tippetts-Abbett-McCarthy-Stratton (TAMS), 345 Park Ave., New York, N.Y. 10022. These documents, properly completed, must be delivered in triplicate, before 5 p.m., Bogota time, Dec. 31, at the Division de Programas y Contratacion.

A map showing the sections of the highways in Colombia which the agency plans to pave during the 1970-73 period is available for office review in Room 4813, U.S. Department of Commerce, Washington, D.C. ★(202-967-3602).

Radio telecommunications items requested by Union of Burma

The Mineral Development Corporation, Kanbe, Yankin, Rangoon, Burma has issued Tender No. 119/90 for the supply of radio telecommunications equipment. The bid deadline is December 31.

Bids should offer one HF SSB transceiver 2 to 16 MHz, four channel; two diesel generators 2.5KVA or 5KVA; one transistor test set, one frequency counter, range 1,000 Hz to 17.5 MHz, and one spectrum analyzer.

Copies of tender announcements and specifications are available from the Embassy of the Union of Burma, 2300 S St., NW., Washington, D.C. 20008 or on a short-term loan basis to firms located in the U.S. from the Communications-Electronics Division, BDSA-643, Room 4209, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-4823).

World Trade Opportunities continued through page 35

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classification. The three-digit numbers and commodity classifications are from the Standard Industrial Classification (SIC) Manual. The five-digit numbers under each heading are from the Numerical List of Manufactured Products, 1967 Census of Manufacturers, Bureau of the Census and are used extensively by government and industry in classifying products.

U.S. firms should also be aware that the listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the *Department of Commerce Export Control Regulations* or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

NOTE: The SIC Manual is available for $4.50; The Numerical List of Manufactured Products (MC67-1) for $1.75 and the Export Control Regulations are priced at $12 a year. These publications may be ordered from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, or any of the 42 Department of Commerce Field Offices throughout the United States.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any trade relations.

- ● indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), U.S. Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.
- ★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the International Liaison and Trade Opportunities Staff, BDSA-541, U.S. Department of Commerce, Washington, D.C. 20230. The TM (trade mission) number is requested in correspondence. Requests for loan material should specify country and TM number.
- **WTD** indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors are available for $2 each from the Bureau of International Commerce, BIC-924, U.S. Department of Commerce, Rm. 6059. Telephone: 202-967-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Sales Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless a desire for an agency agreement is expressed.

121 Bituminous coal, lignite mining

12112—SWEDEN—Bituminous coal, industrial fuel and coking. AB Linne Dahllof & Co. (importer, distributor, retailer), N. Liden 4, S-411 18 Goteborg. WTD 11/69.

203 Canning, preserving foods

20331—SWEDEN—Canned peaches, pineapple, apricots, fruit cocktail. Reveny Livsmedelsmarknad AB (retailer), Per Albin Hanssons vag 40, S-214 34 Malmo. WTD 11/69.

281 Industrial inorganic, organic chemicals

● **28100—HONG KONG**—Aluminum sulfate, 2,938 long tons, kibbled form, ½ to 3 inch lumps or granular ⅛ inch min., minimum 16% Al_2O_3, in 112 lb. bags, for water treatment. Bid deadline Dec. 19. Tender No. A-39170. Contact Central Tender Board, Colonial Secretariat, HKG, Hong Kong or Crown Agents, Washington, D.C. Tender details with complete specifications available on a short-term loan basis from Chemicals Division, BDSA-665, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-3468). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

282 Acrylic corrugated sheets

● **28200—BURMA**—Bids are requested for 4,000 corrugated acrylic sheets, transparent or translucent, to match with 10 x 3′ corrugated sheets. Bidders are to give specifications of sheets supplied. Bids are due by Dec. 29, addressed to the Chairman, Union of Burma Railway Board, Bogyoke Aungsan St., Rangoon. Tenders are available on a loan basis from Chemicals Division, BDSA-665, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-3529). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

● **28200—KOREA**—Bids for 15,000 kg. of polyvinyl alcohol are requested by the Office of Supply, Government of the Republic of Korea, Seoul, by 2 p.m., Dec. 23. Tenders are available on a loan basis from Chemicals Division, BDSA-665, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-3529). A review copy will be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

283 Drugs

● **28300—MALAWI**—The Government Medical Stores, Private Bag 10, Blantyre, has issued an invitation for bids for the supply of drugs and pharmaceuticals. Tender No. 69/11; bid deadline Jan. 8. The bids call for upwards of 100 items, including amylobarbitone sodium 500 mg., 500 ampoules; antimony sodium gluconate 190 mg., 10,200 ampoules; chloramphenicol succinate 1 gm., 1,000 vials; chlorpromazine hcl. 2.5%, 2 ml., 20,000 vials; cortisone acetate 25 mg./ml., 20 ml., 200 vials; hyaluronidase 1,500 I.V., 4,000 ampoules; iron dextran I.M. 2 ml., 5,000 vials; iron dextran, I.M. 5 ml., 7,500 vials; nicotinamide 50 mg./ml., 1 ml., 1,000 vials; penicillin 5 million units, 100,000 vials; penicillin procaine 300,000 units, 10 ml., 375,000 vials; tetracycline I.M. 100 mg., 3,000 vials; tetracycline I.V. 250 mg., 2,500 vials; sulfadiazine sodium 1 gm., 5,000 vials; thiopentane sodium 0.5 gm w/solvent, 26,250 ampoules; dextran 6% in saline, 540 ml., 500 bottles; dextrose 5% in water, 150 ml., 30,000 liters; sodium lactate (Darrow's) 4,000 liters; tetanus antitoxin 1,500 units, 24,000 ampoules; oral polio vaccine 50 dose, 1,000 vials, and yellow fever vaccine 10 dose, 350 vials.

Copies of this tender are available from the Chemicals Division, BDSA-665, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-3394) and from the U.S. Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5930).

307 Plastic pipe

● **30700—TANZANIA**—Bids are requested by the Director of Water Development and Irrigation Division, Dar es Salaam, Tanzania for 234,000 meters of high density polyethylene piping, class B and C, in 25, 40 and 55 mm. bores, with special fittings of the same size. Piping is to meet British Standard Specification 3284 of

1967, or I.S.O. recommendation or equivalent. Closing time for bids posted by registered post is Dec. 18; bids are to be addressed to the Secretary, Central Tender Board, P.O. Box 49, Dar es Salaam. Tenders are available on a loan basis from Chemicals Division, BDSA-665, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-3529). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

329 Abrasive products

● **32900 — BURMA** — Supply of abrasive products including: 120 grinding wheels, various sizes; 2,000 sheets emery cloth, various grit; 150 pounds grinding paste, and 62 grinding wheel dressing cutters. Tender No. 109/90; bid deadline Dec. 15. Contact Director-General, Mineral Development Corp., Rangoon ★(202-967-5652). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

331 Steel mill products

33121—SWEDEN—Hard fuel coke, particularly large size. AB Linne Dahllof & Co. (importer, distributor, retailer), N. Liden 4, S-411 18 Goteborg. WTD 11/69.

33124—SINGAPORE—Marine equipments: commercial quality—mild steel plates, mild steel angles, mild steel flat bars, mild steel round bars; Lloyds' grade "A" quality—mild steel ship's plates, mild steel angles, mild steel flat bar and mild steel round bars; mild steel black seamless tubes. Required by March 1970. S. C. Chiang, Overseas Buyer, Vosper Thornycroft Uniteers Private Ltd. (importer, distributor, ship & boat builder, repairer), 200 Tanjong Rhu, GPO Box 95, Singapore 15. WTD in preparation.

334 Secondary smelting, refining of nonferrous metals

33417—TURKEY—EC grade and proper Z grade aluminum ingots, 99.5% purity for use in manufacture of ACSR and aluminum conductors. Rabak Elektrolitik Bakir ve Mamulleri A.S. (manufacturer), Topagaclar Caddesi 37, Kagithane, Sisli, Istanbul. WTD in preparation.

335 Rolling, drawing, extruding of nonferrous metals

● **33500—BURMA**—Aluminum corrugated sheets of 24 gauge: 210 sheets of 35 inches by 5 feet, 1244 sheets of 35 inches by 6 feet, and 5186 sheets of 35 inches by 7 feet. Bid deadline is Dec. 29. Copies of tender documents available from Construction and Building Materials Div., BDSA-645, U.S. Dept. of Commerce, Washington, D.C. 20230 ★(202-967-3602). A review copy will also be available at the Dept. of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

● **33500—INDIA**—Tender No. ES10/202/30/128/Cell-1140 for copper covered steel wire, bid deadline Dec. 23, has been suspended until further notice. (INTERNATIONAL COMMERCE, November 24, 1969, page 43).

344 Boiler shop products

● **34400—IRAN**—Supply 1 set complete steam boiler with full automatic burner and accessories. Tender No. 819/48; bid deadline Jan. 17. Iranian State Railways, Tehran, Iran. One set of specifications, for reference only, available from the Power & Electrical Equipment Division, BDSA, Room 4124, Department of Commerce, Washington, D.C. 20230. A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

● **34400—SINGAPORE**—Supply 2 each reheat boiler units with a rating of 830,000 lb/h steam, oil fired, and supplied with necessary auxiliary equipment. Tender No. EE936.99; bid deadline Feb. 16. One set of specifications available for reference only, not for loan, from the Power & Electrical Equip. Div., BDSA, Room 4124, Department of Commerce, Washington, D.C. 20230. Specifications available for approximately $330 (U.S.), refundable on receipt of a bona fide tender, from the Chief Electrical Engineer, Public Utilities Board, City Hall, St. Andrews Road, Singapore 6, Singapore. A copy of the application should be sent to, Board's Consulting Engineers, Merz & McLellan, Amberley, Killingworth, Newcastle Upon Tyne, NE12-ORS, England.

351 Steam engines, turbines

● **35100—PAKISTAN**—Supply 1 ea. Steam Engine Model, working parts of steam locomotive, overall length 14 inches; 1 ea. working model steam engine (electrically heated with horizontal boiler fly wheel etc.; 1 ea. I.C. engine model (two stroke, one cylinder, petrol engine, battery ignition; 1 ea. I.C. engine model (4 stroke, one cylinder, petrol engine, battery ignition) Tender No. S-8/307/Engg/69-70; bid deadline Dec. 17. Specifications available from the Power & Electrical Equipment Division BDSA, Room 4124, Department of Commerce, Washington, D.C. 20230 ★(202-967-4241). A review copy also available from the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

353 Construction, materials handling machinery

● **35300—BURMA**—One track type tractor with dozer attachment. D8 size or equivalent; one motor grader, 10 ft. moldboard; one 4 cu. yd. wheel type tractor shovel-loader; all quotations to include essential spare parts for 2 years maintenance: tender No. 14/90. Bid deadline Dec. 31. Director General Mineral Development Corp., Rangoon. Copies of specifications are available from the General Industrial Equipment Division, BDSA-647, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-5585).

● Three diesel electric mobile cranes, 30 ft. boom, 10 tons capacity at 12 ft. radius, 2½ long tons capacity at 24 ft. radius. Tender No. CAP-12(T) TTS/STB/69-70; bid deadline Dec. 22. Chief Engineer, State Timber Board, Ahlone, Rangoon. Copies of the specifications are available on a short term loan basis from the General Industrial Equipment Division, BDSA-647, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-5566).

35319—TURKEY—Machinery for pulverizing marble or harder substances into fine powder (5-10 microns), with rated capacity of 300 Kg. per hour (powder to be used for the manufacture of paints). Sabit Boya Fabrikasi (manufacturer), Fermeneciler Caddesi No. 47, Karakoy, Istanbul. WTD in preparation.

354 Metalworking machinery

●**35400—BURMA**—Four ½" capacity bar bending machines, eight pneumatic drilling machines (portable), and one riveting machine. Tender No. MEIC/B.R/13(T)27(E.YUG)69-70; bid deadline Jan. 23. The Chairman, Union of Burma Railway Board, Bogyoke Aungsan St., Rangoon. ★(202-967-5652). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Office Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

● Machine tools and accessories, measuring devices, and miscellaneous equipment including: six lathes with center to center distance varying from 750 mm. to 5,000 mm., one shaper, one vertical drill, one planer, one universal miller, 15 measuring tools, 85 doz. files, two portable sheet welders, seven twist drill sets, 60 doz. high speed cutting tools, 50 tool holders, portable electric hand saw, material for pumps and bearings, 100 grinding wheels, packing material, rings for diesel generators, V-belts, etc. Tender No. 35(T) PF&CIB (S) 69/1873; bid deadline Dec. 31. General Manager/Secretary, Paper Factory and Chemical Industries Board, Rangoon. ★(202-967-5652). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Office Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

● **35400—BURMA**—Spring power hammer, 160 lb. head, belt drive, and foot operated braking device, Tender No. 111/90; bid deadline Dec. 31. Director-General Mineral Development Corp., Rangoon ★(202-967-5652). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

35418—TURKEY—Revolving saws for cutting copper billets. Rabak Elektrolitik Bakir ve Mamulleri A.S. (manufacturer), Topagaclar Caddesi 37, Kagithane, Sisli, Istanbul. WTD in preparation.

35422—TURKEY—Extrusion press for nonferrous metals, primarily copper and copper alloys. Rabak Elektrolitik Bakir ve Mamulleri A.S. (manufacturer), Topagaclar Caddesi 37, Kagithane, Sisli, Istanbul. WTD in preparation.

35485—ECUADOR—Machinery, equipment to manufacture electrical conduit and cord for electrical transmission. Corporacion Automotriz S.A. (importer, distributor, agent), P.O. Box 5311, Guayaquil. WTD 3/68.

35485 — TURKEY — Wire drawing (extrusion) machines for copper and copper alloys; wire flattening machinery. Rabak Elektrolitik Bakir ve Mamulleri A.S. (manufacturer), Topagaclar Caddesi 37, Kagithane, Sisli, Istanbul. WTD in preparation.

355 Special industry machinery

35513—EL SALVADOR—One tuna fish processing plant with capacity for processing 50 tons each 16 hrs., also machinery for canning tuna fish, for making fish meal and oil. I Bae Kim, 3a. Calle Poniente No. 44-41, Colonia Escalon, San Salvador.

35513 — FINLAND — Oil seed decorticating and cleaning machinery, latest developments only. Oljynpuristamo Oy (E. Tolvanen, Technical Manager) (manufacturer, exporter), Niittaajankatu 1, Helsinki 81. WTD in preparation.

356 General industrial machinery

35670—TURKEY—Copper smelting furnace. Rabak Elektrolitik Bakir ve Mamulleri A.S. (manufacturer), Topagaclar Caddesi 37, Kagithane, Sisli, Istanbul. WTD in preparation.

35671—TURKEY—Electrical induction furnace for melting of copper; annealing oven for use in semi-continuous casting. Rabak Elektrolitik Bakir ve Mamulleri A.S. (manufacturer), Topagaclar Caddesi 37, Kagithane, Sisli, Istanbul. WTD in preparation.

35690—POLAND—Pipeline machinery for production of bellows expansion joints for use in pipelines carrying water up to 165° centigrade and steam up to 10 atmospheres pressure; roll-forming machinery. INSTAL Association of Industrial Plant Installations (manufacturer), ul. Wspolna 1, Warsaw 63.

357 Office, computing, accounting machines

35733—FRANCE—Peripheral electronic data equipment for technical design offices. Societe A.L.P.I.A. (distributor, manufacturer), 2, Rue Jacquard, 25 Besancon. WTD 11/69.

358 Service industry machinery

35853—EL SALVADOR—One refrigeration cold storage plant with 2,000 ton capacity for tuna fish processing plant. I Bae Kim, 3a. Calle Poniente No. 44-41, Colonia Escalon, San Salvador.

35854—TURKEY—One half and ⅓ HP cooling compressors, hermetically sealed, 220V 50 cycle; ½ and ⅓ HP cooling compressors, open type, 220V 50 cycle. Bekoteknik Sanayi A.S. (manufacturer), Karaagac Caddesi 2-4, Halicioglu, Istanbul. WTD in preparation.

361 Motors and generators

● **36100—BURMA**—Supply control cubicles, transformers and switchgear. Tender No. 5 (T)/EL-ESD(ER)69-70; bid deadline Dec. 31. Specifications available for approximately $5.50 (U.S.) plus postage, from Office of Controller of Stores, Electricity Supply Board, Rose Bank Road, Ahlone, Rangoon.

● **36100—SINGAPORE**—Supply 2 each 120 MW turbo-generator sets with feed heating and condensing plant for a steam pressure of 1,800 lb./sq. in., with necessary auxiliaries. Tender No. EE 936.99; bid deadline Feb. 16. Specifications available for approximately $330.00 (U.S.) from the Chief Electrical Engineer, Public Utilities Board, City Hall, St. Andrews Road, Singapore 6, Singapore. A copy of the application should be sent simultaneously to the Board's Consulting Engineers, Merz & McLellan, Amberley, Killingworth, Newcastle Upon Tyne, NE12-ORS, England.

362 Electrical industrial apparatus

● **36200—BURMA**—100,000 feet filler metal, various type and sizes (British spec), Tender No. 107/90; bid deadline Dec. 15. Director-General, Mineral Development Corp., Rangoon ★(202-967-5652). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

● Welding supplies, including: four air-cooled diesel engine welders with rated current range of 40-400 amps, four gas cutting sets with 100 empty oxygen and 20 empty acetylene cylinders, and for diesel driven air compressors. Tender No. MEIC/B.R/13(T)24(ES)/69-70; bid deadline Dec. 18. The Chairman, Union of Burma, Railway Board, Bogyoke Aungsan St., Rangoon ★(202-967-5652). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

36231—TURKEY—Electrical welding machine for brazing wires of varying diameters. Rabak Elektrolitik Bakir ve Mamulleri A.S. (manufacturer), Topagaclar Caddesi 37, Kagithane, Sisli, Istanbul. WTD in preparation.

366 Communications equipment

● **36600 — BRAZIL** — Supply of cables, splices, limiters, moles, control centers, annunciators, telephones, tools and test equipment for use in underground distribution network. Tender No. 39; bid deadline Dec. 22. Copies of tender announcement and specifications are available from the Companhia Auxiliar De Empresas Electricas Brasileiras, Office of the Coordenador De Compras, Avenida Rio Branca, 135-15 Andar, ZC-00 Rio De Janeiro or on a short-term loan basis to firms located in the U.S. from the Communications-Electronics Division, BDSA-643, Room 4209, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-4823).

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● Supply of geological, surveying, and drafting instruments in various quantities including geological hammers, tapes, slide rules, compasses, rulers, levels, balances, transits, magnets, surveyor chains, scales, etc. Tender No. 128/90; bid deadline Dec. 15. Requested by the Director-General, Mineral Development Corp., Rangoon, Burma. Terms and specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-2939). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

36624—EL SALVADOR—Most modern electronic navigational aids for installing in six tuna fishing boats. I Bae Kim, 3a. Calle Poniente No. 44-41, Colonia Escalon, San Salvador.

36625—EL SALVADOR—Most modern electronic search and detection apparatus, including radar and sonar, for installing on six tuna fishing boats. I Bae Kim, 3a. Calle Poniente No. 44-41, Colonia Escalon, San Salvador.

367 Electronic components, accessories

36740—TURKEY—Transistors. Bekoteknik Sanayi A.S. (manufacturer), Karaagac Caddesi 2-4, Halicioglu, Istanbul. WTD in preparation.

36792—TURKEY—Capacitors, condensers. Bekoteknik Sanayi A.S. (manufacturer), Karaagac Caddesi 2-4, Halicioglu, Istanbul. WTD in preparation.

373 Ship building, repairing

37313—EL SALVADOR—Six tuna fishing boats of 300 ton cold storage capacity, at minus 25° centigrade and a quick freezing capacity of 20 tons at minus 45° centigrade, or of 400 ton cold storage capacity and 25 ton capacity of quick freezing (same degrees), or of 500 ton cold storage capacity and 30 ton capacity quick freezing (same degrees). I Bae Kim, 3a. Calle Poniente No. 44-41, Colonia Escalon, San Salvador.

381 Engineering, laboratory, scientific, research instruments, equipment

● **38100—BURMA**—Supply of laboratory apparatus including spare heating elements, indicator pyrometers, thermocouples, crucibles, spare elements for furnace and hot plate, potentiometer, lamps, tubes, capacitors, resistors, and many more. Tender No. 13/90; bid deadline Dec. 15. Requested by the Director, General Mineral Development Corp., Rangoon, Burma. Terms and specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-2939). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

382 Instruments for measuring, controlling, indicating physical characteristics

● **38200—GREECE**—Supply of two recording current meters consisting of a self-contained unit for the recording of current velocity and direction on a special film at pre-determined intervals. Tender No. 52364/2/69; bid deadline Dec. 11. Requested by the Hellenic Navy Command, Athens, Greece. Terms and specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-2939). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

386 Photographic equipment, supplies

38614—FRANCE—Blueprinting, brownprinting and whiteprinting equipment for technical design offices. Direct purchase and agency. Societe A.L.P.I.A. (distributor, manufacturer), 2, Rue Jacquard, 25, Besancon. WTD 11/69.

399 Manufacturing industries

39900—NEPAL—Supply of bristles in 500 to 1500 lb. lots, up to 50,000 lbs. per year. The Brush & Bristles Suppliers (exporter, importer), c/o Sunil Kumar & Co., (P) Ltd., 6/615 Indra Chowk, P.O. Box 677, Kathmandu. WTD in preparation.

Future Construction

For maximum assistance to those interested in overseas construction projects, U.S. Foreign Service officers report them as soon as possible, often in early planning stages. Some may not reach completion as originally proposed. In such cases additional information is published as it is obtained.

BURMA—As part of its annual economic "Report to the People," the Burmese government recently published the following list of industrial projects that are planned for completion within the next eight years: **chemical yarn factory,** 1971-72; **two textile mills,** 1974-75; **steel roller extension mills,** Insein, 1972-73; **wire netting mill,** Insein, 1972-73; **steel tubes mill,** Insein, 1972-73; **steel sheets plant,** Insein, 1976-77; **printing ink project,** 1972-73; **vests factory,** 1974-75, and **sugar mill,** 1974-75.

The Planning Department of the Industrial Development Corp. is the government agency in charge of these projects while in the planning stage. Interested companies may visit this agency, or write to: Officer on Special Duty, Planning Department, Industrial Development Corp., 192 Kaba Aye Pagoda Road, Rangoon, Burma.

CAMEROON—Mobil Oil Cameroon has obtained the permission of the Government of Cameroon to **build and operate a lubricant blending plant** at Douala. The plant will require an investment of approximately $500,000. Using raw materials imported from Europe, the plant will initially produce lubricants for cars and trucks. Eventually, industrial lubricants will also be blended. The lubricants will be marketed in Cameroon and Gabon, where they will replace lubricants presently being imported from Europe. The ultimate capacity of the plant will be 10,000 tons per annum. Construction is expected to begin within the next two months and operations by the end of 1970.

FINLAND—According to a draft nuclear energy program prepared by the Finnish Ministry of Commerce and Industry, there should be **eight nuclear power plants,** with capacities varying between 440 and 1,000 MW, in operation by 1991. Based on calculations of the growth of electric power consumption and on current plans for the construction of non-nuclear power plants, the draft program estimates that nuclear power in 1991 should account for between 5,500 and 7,000 MW of total electric power capacity.

The draft program was made public on Oct. 27 and it was noted that the unit sizes and the construction periods of the eight nuclear power plants have not yet been rigidly determined. It was also added that the locations of the plants are all open with the exception of the first (to be located at Loviisa).

Electric energy consumption in Finland has risen at an average annual rate of 9% in the 1960s. At present total electric power consumption is 2,365 MW, which is met as follows: hydroelectric power 28%; thermal industrial process and district heating 30%; thermal condensation power 39%, and imported power 3%.

At present total electric power capacity is approximately 4,000 MW, of which over 50% is hydroelectric. The structure of Finnish electric power production, however, is changing from one of predominantly hydroelectric to thermal electric power as almost all hydroelectric resources capable of producing inexpensive power have been developed. According to an outline of power plant projects in 1970-1973 prepared by the Power and Fuel Economy Association (EKONO), nearly 30 plants will be completed during that period representing an additional capacity of 1272 MW. Of this additional capacity, hydroelectric power will supply 226 MW.

Eventually, by 1991 close to 50% of Finland's electric energy requirements will be supplied by nuclear power plants. Nuclear energy is economically attractive to Finland because: 1) The growth in the demand for electric power is so rapid that the construction of large units is economically practical. 2) Large nuclear plants can be plugged into an already existing high-power supergrid. Beginning in 1970 the Finnish grid will be connected to the Scandinavian system and by the mid-1970s a 1,000 MW nuclear power plant would be equivalent to only about two percent of total capacity. 3) Nuclear energy is fully competitive as Finland now has to import conventional fuels from distant countries at high cost, and 4) Large quantities of fuel imports put heavy pressure on Finland's balance of payments.

GERMANY—The Baden-Wuerttemberg Minister for Economics recently announced that **three nuclear power plants** will be built in the Land in the near future, while **additional plants are under consideration** for the High Rhine area between Breisach, Basel and the Lake of Constance. With the construction of additional power sources, the Land hopes to be able to cope with the increasing demand for electrical power as a result of the growing needs of both private and industrial consumers.

In 1974 one of the projected nuclear power plants is scheduled to start operation with its first block of 700 megawatts. Located at Eichau on the Rhine, it will be built by Badenwerk AG and Energieversorgung Schwaben AG (EVS) which are both publicly-owned companies.

A second plant, with a capacity of 700 megawatts, will be a joint venture between the Badenwerk and Grosskraftwerk Mannheim AG —the latter being primarily public owned. This plant will be located at Kirschgartshausen, northwest of Mannheim, and is scheduled to open in 1976.

The third project, a nuclear power plant of 600-700 megawatts is being proposed for the mid-Neckar area north of Stuttgart. Interested U.S. firms may wish to contact any of the following companies for additional details. Badenwerk AG, Badenwerkstrasse 2, 75 Karlsruhe, West Germany; Grosskraftwerk Mannheim AG, Aufeldstrasse 23, 68 Mannheim-Neckarau, W. Germany; Energieversorgung Schwaben AG (EVS), Goethestrasse 10, 7 Stuttgart, W. Germany; Technische Werke Stuttgart GmbH, 7 Stuttgart, W. Germany, and Neckarwerke AG, Kueferstrasse 2, 73 Esslingen/Neckar, W. Germany.

HONG KONG—Invitations to tender are expected in late 1969 or early 1970 from the Hong Kong Government for the **construction of a container port at Kwai Chung,** off the Kowloon peninsula. Planned since 1966, the container port will be built on land still to be reclaimed from the harbor and will contain four berths, 1000 feet each in length. Upon completion, the facility will accommodate up to four vessels in addition to several lighters.

The first berth is expected to become operational in approximately 2½ years and the second berth will be completed six months later. The remaining two berths are to be completed as required by the local shipping industry. Hong Kong Government is prepared to install as many gantries as needed, but the final requirements are currently being considered by officials of Hong Kong Government in conjunction with the local shipping industry.

One copy of the "Engineering Report on the Proposed Container Terminal at Kwai Chung, May 1969" (100 pages), is available for inspection at the Construction and Building Materials Division, BDSA-645, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-3602).

JAMAICA—West Indies Pulp and Paper Ltd., a new locally incorporated company, owned 50% by Weyerhaeuser International and 50% by Jamaican interests, broke ground Nov. 19 on a **$5.4 million paper mill,** scheduled for completion in late 1970. The new mill will have

Future construction summary available

A quarterly summary of future construction projects abroad, contract award stories and significant foreign government tenders published in the INTERNATIONAL COMMERCE and *Commerce Business Daily* during July, August and September, is available to U.S. firms from the International Liaison and Trade Opportunities (ILTO) Staff, BDSA-541, U.S. Department of Commerce, Washington, D.C. 20230. A pre-addressed mailing label should be included with the request to facilitate processing and mailing.

The summary, which may also be reviewed at any of the 42 Commerce Field Offices, alphabetically lists project summaries by country in five distinct classes: airport, seaport, railroad and highway projects; hydro and thermal electric plant and irrigation projects; hospital, hotel and housing projects; industrial plant projects; and comprehensive development projects. Whenever possible, names of contractors and responsible agencies are cited, as well as original publication dates.

A limited number of copies of the first and second quarters 1969 summaries are also available upon request and will be distributed on a first-come basis.

two separate machines, one utilizing local waste paper to produce corrugated cardboard and medium quality unbleached wrapping paper, the other turning out large tissue rolls and local conversion into household products. Bleached pulp, the raw material for the second process, will be imported from Canada and the United States. The new plant will have a daily capacity of 50 tons of corrugating medium and 10 tons of tissue, with an annual total output of 15,000 to 18,000 tons.

PARAGUAY—The firm of Adache Associates has begun feasibility studies for both **wholesale and retail markets** in Asuncion. Studies are expected to be completed within five months. The Municipal Council will issue international tenders on completion of the studies. A large portion of the components for the markets will have to be imported. Part of the study, for example, encompasses the feasibility of finishing the framework for a multi-story building, the construction of which was abandoned several years ago, located in the heart of the site of the proposed wholesale market. The finished building will need elevators and central airconditioning.

Sales Representation

The firms listed below are interested in representing U.S. firms in the areas indicated. Exclusive distributorship for these commodities is wanted only if specified.

228 Yarn, thread mills, products

22824 — ISRAEL — Textured, crimped, or bulked filament yarns. G. & G. Foreign Trade Co. Ltd. (importer, agent, exporter), Shalom Bldg., 9 Ahad Haam St., Tel Aviv. P.O. Box 29239. WTD 5/69.

242 Sawmills, planing mills

24210—SPAIN—Rough and dressed lumber. Ramon Gil Jimenez (agent), Real, 29, La Coruna. WTD 10/69.

291 Petroleum refining

29110—SWEDEN—Petroleum coke, industrial fuel. AB Linne Dahllof & Co. (importer, distributor, retailer), N. Liden 4, S-411 18 Goteborg. WTD 11/69.

307 Plastic products

30796 — GERMANY — Plastic material for heat insulation in buildings; plastic window sash and frames, other plastic fabricated parts for sale to construction firms. Horst Heeg (importer, distributor, agent), 6052 Muehlheim/M.-Dietesheim, Am Wingertsberg 8. WTD 11/69.

322 Glass, glassware

32291—CANADA—Tableware, crystal, such as ashtrays, bowls, serving dishes, giftware. John L. MacFadden Import-Export (agent), 125 Stewart St., Suite 108, Ottawa 2, Ontario. WTD 11/69.

349 Fabricated metal products

34990—CANADA—Tableware, chrome, such as trays, serving dishes, giftware. John L. MacFadden Import-Export (agent), 125 Stewart St., Suite 108, Ottawa 2, Ontario. WTD 11/69.

356 General industrial machinery

35642—SWEDEN—Electrostatic, electronic air purification equipment, industrial, home. Frigal AB (importer, agent), Kungsgatan 38, S-441 00 Alingsas. WTD 11/69.

365 Radio, television receiving sets

36510—SWEDEN—Audio-visual equipment for programmed industrial, commercial individual training; programs for such training (exclusive translation rights). AB INSTRUCTA (importer, agent), Box 2031, S-431 02 Molndal. WTD 11/69.

366 Communication equipment

36621—SWITZERLAND—Direction finders, goniometers, similar measuring equipment and apparatus for commercial, police, military application. Ete S.A., Attn: Mr. Meyer (agent), Hauptstrasse 28, 3250 Lyss. WTD 11/69.

367 Electronic components, accessories

36790 — SWITZERLAND — Transistors, capacitors, resistors, similar electronic components; shaping and drilling equipment for manufacture of printed circuits. Eris-Electronics S.A., Attn: Mr. Erismann (agent), 8128 Hinteregg/ZH. WTD in preparation.

384 Surgical, medical, dental instruments

38410—SWEDEN—Blood lancets. Bethlehem Trading AB (importer, agent), Grona Gatan 31, S-414 54 Goteborg. WTD 5/68.

Visiting Buyers and Officials

AFGHANISTAN—Haji Aziz Mohammed, representing Aparsin Co., Baghban Kocha, Kabul, **interested in purchasing soft drink equipment and requesting technical information.** End of Nov. via New York for 2 mos. c/o Hatchet Petroleum Co., One Park Row, New York, N.Y. 10038. Itinerary: New York, Boston, cities in Michigan, Washington D.C., cities in New Jersey. WTD 4/69.

BRAZIL—Raul Ernesto Fontoura Nascimento Silva, representing D'Olne Cia. Tecidos Aurora, Lanificio Ideal, and Fabrica Tecidos Maracana, Rua Buenos Aires 150-A ZC-00, Rio de Janeiro, GB, **interested in joint ventures in permanent press process, business promotion, importation and exportation.** Nov. 30 via New York for 6 mos. c/o Ecotec Corp., 200 Park Ave., Suite 303, New York, N.Y. 10017. Itinerary: New York. WTD in preparation.

COLOMBIA—Jaime Angulo G., General Manager, Al Granel S.A., Apartado Aereo 21155, Bogota, **interested in visiting facilities and equipment manufacturers regarding loading and unloading tankers for grains, soybean oil, tallow, liquid chemical products and requesting technical information.** Nov. 24 via Washington, D.C. for 25 days. c/o U.S. Department of Commerce, Washington, D.C., and Field Offices en route. Itinerary: 11/24-26 Washington, D.C.; 12/1, 2 New York; 12/3 Miami, 12/4-11 Los Angeles; 12/11-15 New Orleans; 12/16 Miami. WTD in preparation.

ITALY—Roberto Guazzo and Giovanni Marco, representing ri. CAVA, Strada Torino 46/48, 10043 Orbassano (Turin), **interested in advanced systems for manufacture of axles, brake drums, fifth wheels for trailers and trucks and requesting technical information.** End of Nov. via New York for 2 weeks. c/o Alitalia Airlines, 666 Fifth Ave., New York, N.Y. 10019. Itinerary: New York, Buffalo, Detroit, Chicago, Cleveland, Montgomery, Ala., Louisville, Ky. WTD in preparation.

JAPAN—Yoshihiko Miwa, Japan Industrial Journal (The Nihon Kogyo Shimbun), Sankei Bldg., 3 Ohtemachi 1-chome, Chiyoda-ku, Tokyo, **interested in obtaining information on U.S. business forecasts for 1970 and the outlook of individual U.S. firms for the Japanese market to be published in a New Year's Special Edition of the Japan Industrial Journal.** Dec. 2 via New York for 10 days. c/o Japan Industrial Journal, The Sankei Shimbun Office, 41 East 42nd St., Suite 518, New York, N.Y. 10017, phone (212) Mu 7-6695. Itinerary: 12/3-6 New York, 12/7-8 Boston, 12/9-10 Louisville, Ky., 12/11-12/12 Seattle. WTD in preparation.

JAPAN—Yoshihiko Miwa, Staff Reporter, Japan Industrial Journal (The Nihon Kogyo Shimbun), Sankei Bldg., 3 Ohtemachi 1-chome, Chiyoda-ku, Tokyo, **interested in obtaining information on U.S. business forecasts for 1970 and the outlook of individual U.S. firms for the Japanese market to be published in a New Year's Special Edition of the Japan Industrial Journal.** Dec. 2 via New York for 10 days. c/o Japan Industrial Journal, The Sankei Shimbun Office, 41 E. Fortisecond St., Suite 518, New York, N.Y. 10017, phone 687-6995. Itinerary: 12/3-6 New York, 12/7-8 Boston, 12/9-10 Louisville, 12/11-12 Seattle. WTD in preparation.

Greece issues tender for supply of communication equipment

Tender No. 6705 for the supply and installation of communications equipment has been issued by the Hellenic Telecommunications Organization (OTE). The bid deadline is Jan. 21.

Bids should cover the supply and installation of radio equipment and carrier equipment for 15 radio links with 24 channel capacity. Copies of tender announcements and specifications are available from the Hellenic Telecommunications Organization (OTE), 6 Klissovis St., Athens, or on a short-term loan basis to firms located in the U.S. from the Communications-Electronics Division, BDSA-643, Room 4209, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-4823).

Libya cancels city hall tenders

The Central Tenders Board of Libya has announced that the tenders for the construction of the Benghazi City Hall and the Tripoli City Hall (see INTERNATIONAL COMMERCE issues of Aug. 11, and Aug. 25 or *Commerce Business Daily*, Aug. 7 and Aug. 22) have been cancelled.

New Books and Reports

***American Register of Exporters and Importers, 1969.* American Register of Exporters and Importers, New York. 838pp. $20.**

Over 30,000 manufacturers, exporters, importers, buying agents and service organizations actively engaged in foreign trade are listed in this directory. Each product classification includes the names and addresses of firms and the products manufactured, exported or imported. A product classification index in English, French, German and Spanish is provided. The directory also includes a world trade services section which lists names of American Chambers of Commerce overseas and foreign Chambers of Commerce in the United States, freight forwarders, freight storage firms, buying agencies, banks in world trade, and related material.

Write: American Register of Exporters and Importers Corp., 90 Broadway, New York, N.Y. 10007.

***International Directory of Marketing Research Houses and Services, 1969.* (8th ed.) American Marketing Assn., New York. 108pp. $7.**

Completely updated, this guide provides a listing of market research houses and allied services in 38 countries around the world. The companies are arranged alphabetically and for each mailing address, telephone number and description of type services offered are listed. The research houses are arranged by States in the United States and by country.

Write: American Marketing Assn., 527 Madison Ave., New York, N.Y. 10022.

***Taxation in the Federal Republic of Germany.* (2d ed.). By Henry J. Gumpel. Commerce Clearinghouse, Chicago. 1,224pp. $17.50.**

An integrated picture of the tax system of West Germany and a point-by-point analysis of each separate tax are provided. Both statutory and case laws, with historical and economic background, are given.

Write: Commerce Clearinghouse, Inc., 4025 W. Peterson Ave., Chicago, Ill. 60646.

***Training in European Enterprises.* By Frederic Meyers. UCLA. (MS No. 14) 173pp. $2.90.**

The relative responsibility for preparation for employment—private versus public institutions in four European countries—is compared in this study. Recent changes of responsibility are examined. The countries covered are Great Britain, France, Italy and the Federal Republic of Germany. Post-war changes in the educational system and in government training functions are described. Training manual labor, office and commercial workers, scientists, engineers and technicians is discussed—for industry, the fields of furniture, steel and chemicals.

Write: Institute of Industrial Relations, UCLA, Los Angeles, Calif. 90024.

***The Money That Didn't Shrink and the Bank That Couldn't Fail.* By Stefan Jean Rundt. Published by S. J. Rundt & Associates. 27pp. $10.**

Out of the pages of European history comes this account by the widely-known writer and lecturer on international business. It is aimed at those concerned with monetary affairs, economics, fiscal policies, banking and foreign exchange.

In 27 pages, Rundt tells the story of the zecchino of Venice, which he calls the most lasting medium of exchange of all time, a means of payment in uninterrupted use and legal tender of undiluted purchasing power for 513 years. He also reviews the activities of the Banco del Giro from the time of the Crusades to the Napoleonic era.

"Credit comes from 'credo,' which means I believe in, I have faith in and I trust," comments Rundt, as he winds up the story. "It would seem fair to conclude that Venice became what she was and stayed what she was over so many years because she kept her financial structure strong, her giro liquid, her word respected, her credit high and—perhaps above all—her zecchino polished and solid, distinct and heavy, pure and steady in worth."

Write: S. J. Rundt & Associates, 130 E. 63rd St., New York, N.Y. 10021.

***Bibliography on Comparative (International) Management.* By Richard B. Peterson. U. of Washington, Seattle. (OP No. 21) 20pp. $1.50.**

A bibliography of comparative management on a world-wide scope. The selections cover the cultural forces impinging upon management—the educating of managers, research on corporate management and managerial philosophy. The books, articles and reports are arranged under several headings; such as, Overview, European Management Education, European Management.

Write: Graduate School of Business Administration, U. of Washington, Seattle, Wash. 98105.

***The International Airline Industry.* By Mahlon R. Straszheim. The Brookings Institution, Washington. 297pp. $7.50.**

An economic appraisal of the rapidly growing international airline industry, the ninth in the Brookings Transport Research Program, analyzes the structure and problems inhibiting maximum economic efficiency and offers solutions to provide greater economic improvements and promotion of the best interests of airline passengers. Examined are the economic structure of the industry, the regulatory environment, the political interests of governments and market performance. A model of economic efficiency from which to evaluate performance is developed. Consideration is made of the various structural changes in the regulatory environment and in the nature of governmental participation. Policies aimed at improving performance are suggested. Many of the tables showing costs, prices, productivity and related economic measures are based on data from the late 1940's through 1964 and 1965—covering the period of transition from piston-type aircraft to jet transports.

Write: The Brookings Institution, 1775 Massachusetts Ave., NW., Washington, D.C. 20036.

***Education for Business in a Developing Society.* By Amar N. Agarwala. Published by Michigan State University. 1969. 124pp. $6.50.**

This study analyzes the nature and problems of commerce and management education as they have emerged in developing countries. Amar N. Agarwala, professor of business administration at the University of Allahabad, uses India as a case study in detailing the history, the current status, and the future of business education in a low-income society.

Management change, in Professor Agarwala's view, requires the modification of executive attitudes and behavior, basically a part of the educational process. As a result, the transference of modern management techniques from the United States to less-developed countries has occurred largely through the university system, and the author notes both the advantages and problems inherent in this approach.

Write: MSU International Business and Economic Studies, Graduate School of Business Administration, Michigan State University, East Lansing, Michigan.

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Calendar *for international traders*

CHICAGO—Dec. 17—Chicago Midwest Credit Management Association, Bismarck Hotel.

DETROIT—Dec. 18—Export Seminar, 445 Federal Bldg., 9:30 a.m. Sponsor: Commerce Field Office.

GRAND RAPIDS, MICH.—Jan. 27—Western Michigan World Trade Club, Swiss Chalet, 6 p.m.

HONOLULU—Dec. 17—Export-Import Workshop, 286 Alexander Young Bldg., 10 a.m. Sponsors: Commerce Field Office, SBA.

MEMPHIS—Dec. 16—Memphis World Trade Club, Sheraton Motor Inn.

MINNEAPOLIS—Dec. 16—Export seminar, Commerce Field Office, 306 Federal Bldg., 9:30 a.m. Sponsors: Commerce Field Office, REEC.

NEW YORK—Dec. 16—FCIB Hardware-Automotive & Allied Trades Group, Christmas Meeting and Election of Chairman for 1970, Advertising Club, 12:30 p.m.

NEW YORK—Dec. 18—FCIB Drug, Chemical & Food Export Club, Christmas Luncheon-Meeting and Party, Advertising Club, 12:15 p.m. Chairman: Warren G. Sheehan, treasurer, American Key Productions, Inc.

NEW YORK — Jan. 5-7 — International Corporate Insurance & Employee Benefit & Pension Management Concurrent Briefing Sessions, Roosevelt Hotel. Sponsor: American Management Assn.

NEWARK—Dec. 17—Profits in Exports meeting at the Small Business Administration's Newark Office, 970 Broad St. Sponsors: New York Field Office, U.S. Department of Commerce; New York Regional Export Expansion Council, and SBA.

OLYMPIA, WASH.—Dec. 16—Foreign Trade Advisory Board meeting, Tyee Motor Inn, noon. Speaker: **Jack O. Padrick, Director, Office of Field Services, U.S. Department of Commerce.** Sponsor: Foreign Trade Advisory Board, Seattle Field Office.

ST. LOUIS—Dec. 16—"Show You" Export Workshop on Documentation, Conference Room, Federal Bldg., 2 p.m. Sponsors: Commerce Field Office, World Trade Club, Chamber of Commerce.

SEATTLE—Dec. 16—Foreign Trade Advisory Board meeting, Commerce Field Office, 8021 Federal Office Bldg., 3 p.m. Speaker: **Jack O. Padrick, Director, Office of Field Services, U.S. Department of Commerce.** Sponsors: Foreign Trade Advisory Board, Seattle Field Office.

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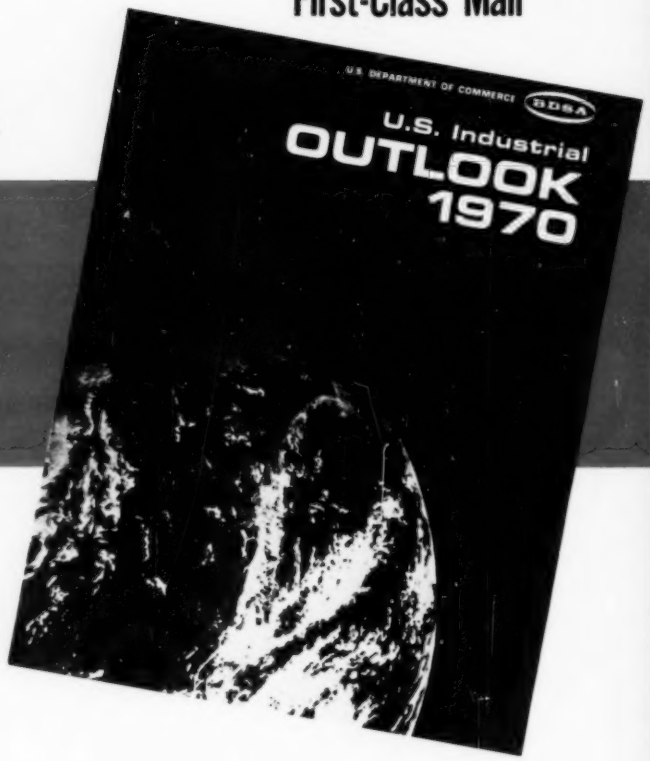

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